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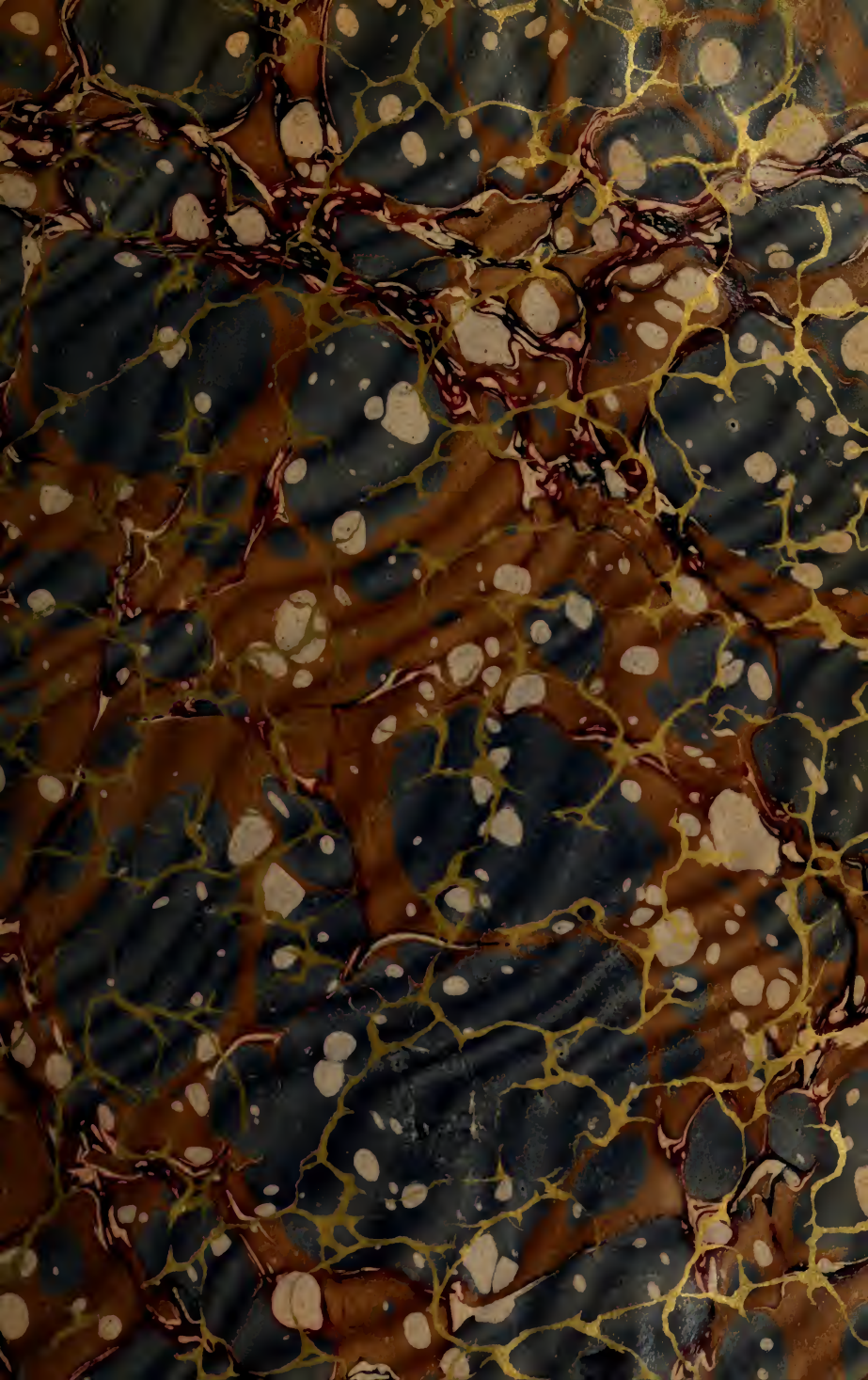

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JANUARY — 1911

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING - - TORONTO, CANADA

71,129

Was the Daily average circulation of

The Toronto Daily Star

for the month of December, Nineteen-Hundred-and-Ten.

Compare these figures with other Circulation reports printed within the past few months and you will find that it shows

Permanent and Substantial Increase

and is but added proof of the popularity of the STAR with the people as a newspaper.

THE STAR maintains its leadership on its merits and is worth a first consideration in your advertising plans for the New Year.

Rate card and full information from the ADVERTISING MANAGER

The Toronto Daily Star

A Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

T. Johnson Stewart - - - - - - - - - - Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	120.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 4. Toronto, January, 1911. No. 1

Straight Talks

OUR HERITAGE—ENTHUSIASM WANTED

ONLY one thing could blot out the splendid Era of prosperity that has dawned for Canada, viz., a Cataclysm that would transform the geographical features of this continent. And it is hardly likely that such an upheaval will come to pass. Besides, *it is otherwise decreed*. Nature is no niggard mother. She never hoards her wealth in vain. When the proper moment comes she is lavishly prodigal of her gifts. For untold ages she has fattened this land and we are reasonably assured that her fairest jewels stud this *Crown of the world*. Our heritage is vaster far than that for which old world empires ever fought. Untold wealth, easily accessible with modern appliances, lies under our snow-covered North Lands. It is true that we have only secured evidences of our mineral treasures, but these are indisputable. Our statesmen are alive to the wisdom of a far-reaching policy of conservation—our natural resources must be conserved at all hazards. We have not done more than merely scratched the fringe of our fertile lands—millions of acres eagerly await the wooing touch of husbandry. And our rushing rivers will be ultimately harnessed for the purpose of keeping the wheels in our factories whirring and lighting our cities at the lowest possible cost. The next three centuries belong to Canada. After that the world will pay tribute to our verdant Lady of the Snows.

The Vancouver World

The Best Advertising Medium In Western Canada

It's the Paper that Reaches the Masses — the Wage Earners, who are the Greatest Money Spenders—the "World" covers every industry.

THE eyes of the whole manufacturing world are centered on Western Canada—its great resources are being developed—it needs the machinery and other accessories that are required for the upbuilding of a new and great country.

The "Vancouver World" reached the great masses of the people with its many thousand subscribers. The "Vancouver World" is the largest morning and evening paper on the earth. It carries nearly as much paid advertising as the "Chicago Tribune" and "New York Herald" combined:

Total Advertising	**"Vancouver World"**	**10,597,956 Lines**
" "	**"Chicago Tribune"**	**5,735,100 "**
" "	**"New York Herald"**	**5,410,966 "**

Facts like these speak louder than words. Advertise in Western Canada's greatest newspaper and get your share of the great harvest that is being reaped by your competitors.

The World Printing and Publishing Co.

Vancouver, B.C., Canada

Immediate Results are Assured Advertisers in the "World"

Few of us seem to realize the vastness of our heritage. Even now we are but casting the swaddling clothes of nationhood. Our achievements but vaguely presage the magnificent things we will do. Strong men and plentiful enough we have had for the needs of our day and the days of our fathers; but stronger, more sagacious leaders will appear as our country requires them. Not for naught has Nature reserved this land for us. A lustier race will be bred on this North Land—a race destined to lead the nations proudly in the ways of peace.

The unimaginative man will find little pleasure in an article of this sort. It is not written for him—nor for the man who lives mainly in the past. These random thoughts are printed for the man who is proud of his country—who clearly sees that this wide Dominion is favored among nations—this article is written for the man who knows that a people living up here on the roof of the world cannot retrograde. Our watchword must be "Forward and Onward," if we would prove worthy of our wonderful opportunities.

* * *

But material wealth does not constitute the most valuable asset of this young nation. The life of a race, its strength and its beauty depends altogether on enthusiasm—not of the lukewarm kind—but enthusiasm that fires the souls of men, making them unconquerable and unafraid. Search history and you will find that the world's grand old men have never grown old. The to-morrow always sparkled brighter than the brightest days they knew. Fearlessly and well they built their castles in the air, while less clear-seeing brothers, enthused with their dreams, buttressed them up with firm foundations. The buoyancy of youth and the spirit of conquest remained with them until they swung, cool-brained, across the Great Divide.

* * *

A man is as great as his enthusiasm. Better to be enthusiastic than cold and calculating, even suppose one makes mistakes. But best of all is the enthusiasm of the vigorous thinker—a clear, cold intellect knits his dreams into the web and woof of things, making one harmonious plan of the efforts of his life. This is the time when we are apt to look forward over an unsullied page of life—a time when we make resolutions which few seriously attempt to keep. Leave little resolutions for little men and resolve on the threshold of this year of grace, 1911, to be enthusiastic workers. The only lasting joy in life is the joy one finds in work well done. The man who

YOU GET BOTH

Quality and Quantity

WHEN YOU USE

The Daily and Sunday World

With a combined circulation of

Over 80,000

Right in the City of Toronto nearly 40,000 "Sunday Worlds" are sold every week. On some of the best residential streets of the City over seventy per cent. of the homes are reached by "The Daily and Sunday World." If you want direct and certain results use this combination.

A POSTAL TO

The World Newspaper Co.

Limited - Toronto

WILL BRING FURTHER PARTICULARS

finds pleasure in his work is captain of his soul—he rules himself.

The enthusiasm of our citizens—their absolute and unswerving faith in the destiny of this young nation—constitutes Canada's biggest and most valuable asset.

* * *

THE BUSINESS BAROMETER

The Globe's Annual Financial Survey declares that advertising is one of the trade barometers that cannot be overlooked. Undoubtedly. Give us a few more years of this golden prosperity and the business man who does not advertise will be hard to find. But —whether he will believe in advertising as a panacea for dull times when they threaten, is a very different question.

It is true that the commercial prosperity of the nation is reflected in the advertising columns of newspapers, magazines and periodicals. When trade is brisk and money flowing easily, the advertising man's job is a sinecure. The real test of the brains of the advertising business comes before and during a period of money stringency. It's up to the advertising men of the country to stimulate the distribution of merchandise every time the bogey of hard times appears on the horizon. Once we've mastered the business of adver ising thoroughly, hard times will have to afflict other lands. It will take an extraordinarily-lively panic to depress our markets or cause a period of money stringency. While the *Globe* is right in saying that advertising is a trade barometer, it would be much better if we could honestly and sincerely call advertising the *Arbiter of the Times.*

Some day advertising will be universally acknowledged as *the cause of good times*, instead of being merely an incident of brisk trade conditions. However, I have nothing but words of praise for the *Globe's Annual Financial Survey.* It is probably the most remarkable and concise compilation of trade and financial conditions, as they are liable to affect Canada, that has ever been issued. Every business man in the country should have a copy of the *Financial Survey*—more than that, he should file it for future study and reference. Empire builders, bankers of international repute and business men of national importance have contributed to the *Globe's Financial Survey* for 1910-11, making it by all odds the most informing and interesting review of recent times. The editors deserve great credit for their evident care and penetration, and if they can induce the publishers of the *Globe* to issue a quarterly survey they will confer a boon on the business men of the country.

500 Motor Cars

Bought by Winnipeg citizens in eight months. At an average price of $1,500 this represents $750,000.00.

There are districts in the West to-day where the proportion of motors to population is much higher than in Winnipeg.

In one town there is a car to every twenty of the population.

Farmers, too, are investing extensively in motor cars, and the 1911 demand on the part of farmers for motor vehicles promises to be very active.

Motor trucks, busses and motor delivery vans are coming into general use on the Winnipeg streets and 1911 will witness the displacement by motors of many horse-drawn vehicles employed for goods transport purposes.

The field is rapidly expanding in all directions.

Within a year electrical energy will be as cheap in Winnipeg as in any city in Canada, and with the development of storage batteries, that class of power should become popular for motor vehicles.

And, by the way, it will surprise many to learn that motor trucks, motor busses and motor cars are operated continuously through the winter in Winnipeg, Calgary, Regina, Edmonton and the Western towns.

Experience has demonstrated that the daily newspaper is the most profitable medium to employ to advertise motor cars, and nowhere can daily newspapers be employed for this purpose more profitably than in Winnipeg and Western Canada.

The Advertising Agencies of Canada can give you valuable and full information concerning the Western field and can furnish rates for advertising in the Great Western Daily, the

Free Press of Winnipeg

TRADE PAPER ADVERTISING

A few years ago Mark Twain stood at the grave of the First Pioneer and whimsically declared "Poor Adam—he never had a chance." Those who are inclined to doubt the value of Trade Paper space might apply the same statement, *and apply it seriously*, to the specialized journal. Assuredly it never has had much of a chance to demonstrate its effectiveness as an advertising medium. The blame may rest *particularly* on the shoulders of the commercial publisher, but neither the advertiser nor the advertising man can be exonerated.

For this reason: The solving of the problem of economic distribution is equally the business of the three.

* * *

Since the dealer is a very necessary factor in the distribution of the world's merchandise, the Trade Paper is required. If it fulfils its mission—*it should be informing, educational and interesting*—the necessity for retaining a proportionate amount of its space is apparent. The size of the appropriation and conditions governing its investment must determine the amount to be expended in the Trade Journal. But, it must be remembered that space in a specialized or Trade Journal is worthless *in itself*. Might as well expect a glorious and revivifying shower of rain to tumble out of a clear June sky as expect empty space to yield results. And because Trade Press space is seldom heavily charged with *showers of blessings* for advertisers, some have arrived at the conclusion that Trade Paper advertising is ineffective. Quite right, too, but the fault does not lie in the space or the paper. The advertising is weak. Therefore it is ineffective.

* * *

Space is not advertising. Mere display is not advertising. *The printed Selling Story is.* The degree of success attained by any piece of advertising is determined, *almost in toto*, by the strength of the Selling Story. The prestige of a big newspaper or magazine may have considerable effect. The prestige of a specialized journal has never had more than an atomic effect at the best. It is comforting to think otherwise, but it is not true, and it may be bad for business in the long run to imagine that it is true.

These conclusions are debatable. Well, let us debate the point by all means. That's what this journal is published for. Insert a quantity of commercial trash in *Munsey's* or *The World's Work*—

Printing Service

Next to quality, "service" is a very vital requisite to the buyer of Printing.
We create and produce the work in its entirety, designing - typesetting - printing and binding, which enables us to give you the best possible service.

The Hunter-Rose Company - - Limited
12-14 Sheppard Street
Toronto

dub that trash advertising—and how will the prestige of either of these big magazines effect results? Atomically at most. Valuable as their space may be—*in itself it is worthless.* It's the stuff that's put into the space that counts. You can use space in the best publications of to-day and thereby *woo commercial disaster*—unless your story is logically told. I wonder when publishers will awake to the fact that weak advertising counteracts their best work—when will they realize that poor copy damages the *prestige* of their best publications? Every practiced advertising man knows more than a few one-time advertisers who sincerely believe that space in the best advertising media in the country is worthless. Simply because most men in our business imagine that the contract is the all-important thing. And, of course, it isn't. Circulation is valuable. Its value, however, is determined by Quality more than Quantity, and by *the arresting power and force of the copy more than both.*

The Trade Journal is no more at fault than a number of other advertising media. If the Cunard or White Star people built ships of the Mauretania type for freight-carrying purposes, they would occupy a similar position to the publishers who exhaust their energies and treasuries in building up substantial circulation lists for the purpose of inserting ineffective advertising in space that costs a small fortune per issue. Three things determine the value of Trade Journal space, viz.: 1st—Quality of circulation more than Quantity; 2nd—The paper's known influence on its readers; and 3rd—The Strength of the matter appearing in its advertising pages.

* * *

Surrender gracefully. Do not give up a point in such a way as to make an enemy.

* * *

The pay envelope of the man who hates his work never contains many "yellow-backs."

* * *

Athwart the paths of an hundred successes are hovering the spectres of a thousand failures.

* * *

There are plenty of fellows who can "Do It Now," if someone will just tell them what to do and how to do it.

* * *

The best bosses were once the best workmen.

Your Best Home Market

is among Canada's 2,220,000 French-speaking People

The trade of one-third of the entire population of Canada lies before you.

Canada's French-speaking population is every day becoming a bigger factor in the business life of the Dominion.

This is unquestionably the time for you to take steps to secure a large share of this great and profitable trade.

If this field is taken up in a thorough manner, with adequate provision for reaching and influencing the consumer, your goods can be made a household necessity throughout the French-speaking homes of Canada.

The means of doing this is furnished by La Presse, daily and weekly—the great home newspaper of the French-speaking people of Canada.

Through its columns you can build up a national demand for your goods, at a minimum of expense and with a maximum of profit.

Ask us for further facts about this field and be sure that your 1911 appropriation provides for a liberal amount of space in

LA PRESSE

DAILY AND WEEKLY

MONTREAL, CANADA

Ontario Representative
HENRY W. KING

152 King St. West
TORONTO, CANADA

LARGEST DAILY CIRCULATION IN CANADA, WITHOUT EXCEPTION

THE QUAINT AND HUMOROUS IN ADVERTISING

Some random notes on the value of humor in attracting the attention of the public to Advertising Matter. A few examples by a writer in The Advertising World.

A substantial volume might easily be written on the subject of the quaint and humorous in advertising. The *bizarre* announcement has been in vogue ever since advertising became a practice, and it remains with us even in these days when advertising has become a science.

It is by no means our intention in this article to give a mere disconnected sequence of odd advertisements, for that method would be at once mechanical and uninteresting. Our object is partially a practical one—to consider how far the quaint and diverting note in advertising assists as a compeller of business. But we may, perhaps, here be permitted a little digression. The element of quaintness is either deliberately sought after, or the note is struck by accident. In other words, some achieve the quality; others have it thrust upon them.

The oddity of the small announcements which occasionally appear in the literary pages of *Mr. Punch*, and other journals which make a point of collecting them, falls into the latter category. Their amusing properties are entirely due to the ignorance or the carelessness of the people who have drawn them up. The misplacing of the adjective or of the qualifying sentence is the most frequent provoker of the smile. It has in its time produced a lavish crop of "howlers." Thus, we read that a "keyless lady's gold watch" or a "brown silk gentleman's umbrella" is for sale, or that there is

FARMER'S MAGAZINE—ADVERTISING SECTION
Does the magic wire run to your place?
FARMERS!
THE FARMER'S PHONE
This Book is FREE for the Asking
The Northern Electric
MANUFACTURING CO. LIMITED
MONTREAL TORONTO WINNIPEG REGINA CALGARY VANCOUVER

A strong argument

in the market six dozen of prime port wine, "late the property of a gentleman forty years of age, full in the body, and with a high bouquet."

This kind of quaintness is something which the astute advertiser will avoid, nor do we recommend

Coming With a Rush

THE CANADIAN HOME JOURNAL has "Got the Habit" of breaking records. It's an old story about the wonderful way our advertising is increasing, but it's just as important to know how the circulation is increasing, and here are our circulation figures for December, 1909, and for the same month of 1910.

Subs. received Dec. 1909		Subs. received Dec. 1910	
Dec. 4th	201	Dec. 3rd	375
Dec. 11th	310	Dec. 10th	616
Dec. 18th	408	Dec. 17th	767
Dec. 25th	275	Dec. 24th	875
Jan. 1st	239	Dec. 31st	487
	1433		3120

Over double the subscriptions were received, coming from Newfoundland to Prince Rupert.

This splendid increase is due solely to the fact that Canadian Women appreciate the improvements made in their own Canadian Home Journal.

They subscribe because they want the magazine and that's the only kind of readers who buy from advertisers.

Link arms with a winner and tell your story to the purchasing member of the home through the columns of

The Canadian Home Journal

59-61 John Street, Toronto

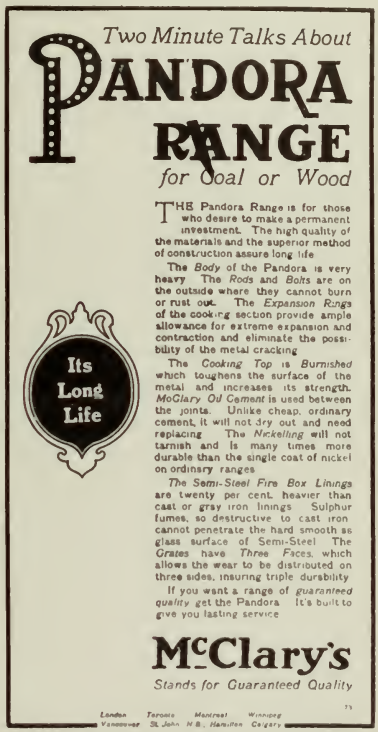
for his adoption another form of announcement which has a gruesome flavor, and is on that account devoid of humor save of the grimmest kind. We refer to the use of the tombstone as a means of furthering business interests. The best—or the worst—example of the kind which has come to our notice is an inscription on a grocer's tomb in Père la Chaise Cemetery. It concludes thus:

"His inconsolable widow dedicates this monument to his memory and continues the same business at the old stand, 187 Rue Mouffetard."

But there is, nevertheless, a quaint form of advertising which is decidedly not beneath the notice of the hard-headed man of business. For, after all, what is the object and purpose of advertising? First to excite curiosity, and, that aim having been attained, to rivet interest. This can often best be done by producing something that is striking, out-of-the-common, laughable—something quaint, in short.

There are many ways open along this road. There is, for example, the mysterious sentence, the enigmatical word. It first tantalizes, and then obsesses the mind when it is seen in the newspaper pages or on the street boarding. And then people begin asking themselves, like a judge affecting ignorance, "What is So-and-So?"

The enigmatic advertisement is no new device. Away back in the last century Messrs. Piesse & Lubin started the "Opoponax" mystery, and after them came, if memory serves us aright, Messrs. Price, of candle fame, with their "Ozokerit" puzzle. Hudson's Soap Co. followed suit with the use of apparently unintelligible letters on their advertisements, these letters standing, when the riddle was solved, for certain virtues which their product possessed. The possibilities of the


Two Minute Talks About
PANDORA
RANGE
for Coal or Wood
THE Pandora Range is for those who desire to make a permanent investment. The high quality of the materials and the superior method of construction assure long life
The Body of the Pandora is very heavy. The Rods and Bolts are on the outside where they cannot burn or rust out. The Expansion Rings of the cooking section provide ample allowance for extreme expansion and contraction and eliminate the possibility of the metal cracking
The Cooking Top is Burnished which toughens the surface of the metal and increases its strength. McClary Oil Cement is used between the joints. Unlike cheap, ordinary cement, it will not dry out and need replacing. The Nickelling will not tarnish and is many times more durable than the single coat of nickel on ordinary ranges
The Semi-Steel Fire Box Linings are twenty per cent. heavier than cast or grey iron linings. Sulphur fumes, so destructive to cast iron cannot penetrate the hard smooth as glass surface of Semi-Steel. The Grates have Three Faces, which allows the wear to be distributed on three sides, insuring triple durability
If you want a range of guaranteed quality get the Pandora. It's built to give you lasting service
Its Long Life
McClary's
Stands for Guaranteed Quality
London Toronto Montreal Winnipeg
Vancouver St. John, N.B. Hamilton Calgary

A sensible selling story

enigmatic advertisement are far from being exhausted, but this type of publicity must be used cleverly and with discretion. The mystery must not be kept up too long, otherwise the public interest will become irritation before it dwindles and finally disappears.

The curious advertisement, which

THE CANADIAN CENTURY

Advertising Rates In Effect Jan. 1, 1911	
Per Agate Line -	8 cents
Per Agate Line, top,	10 cents
Back Covers, 3 colors,	$125.00
Back Covers, 2 colors,	90.00
Double Page, inside spread -	100.00
Full Page, inside -	50.00
Half Page, inside -	30.00

THIS Magazine made its bow to the public on January 8th, 1910. To-day, it is the undisputed leader in the entire Canadian field in the point of excellence of its contents, and probably in the extent of its circulation. Eighteen thousand persons are now regular purchasers, and before the end of 1911 twice that number, we are sure, will be regularly enrolled as subscribers. The same efforts which were successful in obtaining the remarkable circulation during the first year will be continued with renewed vigour. ¶ The advertiser who buys space to-day will have several thousand excess circulation within a month. He will always receive more than he pays for. A weekly statement of circulation, showing distribution, will be sent to any advertiser upon request. Do you know of any other illustrated Canadian weekly which will do the same? We guarantee our circulation. ¶ During 1911 new contributors will make their appearance in the columns of THE CENTURY and many new departments will be added until there will be something of especial interest to every member of the family.

THE CANADIAN CENTURY
MONTREAL

is also to be effective, is hard to find, and we are more than ever convinced of the fact when we read through the collection of curious and funny announcements so industriously gathered together by Henry Sampson in the 'seventies of the last century. They appear very much the worse for wear to-day; their sparkle has evaporated and their humor flown.

Still, there are possibly wrinkles even in these dusty archives which may serve the purpose of the retail trader, and maybe the compiler of the example here quoted had studied Sampson's curios to some advantage:

"Hospital for Umbrellas

Where all cases of Dislocated Ribs, Joints, and Broken Bones shall receive prompt attention and care. Should the Skin wear out and the constitution become shattered, it can be recovered, and returned safe and sound in wind and limb.

Foreign and School Patients receive Special Attention

None Turned Away Incurable.

Patients visited and carefully removed to the Hospital on receipt of Post-card."

But the wit and the method savor of an older day. If humor, which is often the same thing as quaintness, is to be employed in an advertising compaign, it must be humor of the primest sort. The public taste in humor is constantly changing and the traditions of Joe Miller and Grimaldi are quite obsolete nowadays. Wit, if imported into the modern advertisement, must be subtle, pointed, concise, and allusive

And, speaking of allusiveness, it is one of the most effective of qualities in a well-written announcement. We have to approach to-day a public which is tolerably well-educated, and which has at least a nodding acquaintance with literature. Consequently, if we introduce into our announcements allusions to the leading figures of con-

The range may fall on the lady. Copy good but badly arranged.

temporary life, notable characters in fiction, or to the favorites of the stage, we in all probability increase the business value of our announcements. The "drolleries" of Messrs. Catesby, of "cork lino" fame, were excellent specimens of this form of advertisement; they were undeniably funny, full of surprises, and the point was always effectively pressed home. The proprietors of "Ivelcon" are following along the same line.

But it is hardly necessary to say that in a campaign of humorous advertising, the successes are few and the pitfalls many, and before it is started, it is in the highest degree advisable to call in the best literary and pictorial assistance.

The Montreal Daily Star.

VOL. XXXV. 176. TWENTY-FOUR PAGES. MONTREAL, SATURDAY, JULY 24, 1909. TWENTY-FOUR PAGES. PRICE ONE CENT.

ENGLISH OPINION

SENT ANIMALS BACK.

RAILWAY CHANGES.

THE ST. LOUIS C.

Weekly Star.

Family Herald and Weekly Star

Practical Agriculturist and Popular Magazine.

MONTREAL—WEDNESDAY—DECEMBER 6—1909

PRICE $1.00 A YEAR

LETTERS FROM THE FIRING LINE.

WITH THE NATAL ARMY.

INVINCIBLE CHARGE OF THE BRITISH INFANTRY.

How the Elandslaagte Heights Were Won.

RILLING

IT ON THE BATTLEFIELD OF ELANDSLAAGTE

Touching Story of Courage and Humanity

FIRST SELECTED

¶ Such is the **known value** of "Canada's Greatest Newspapers" that no wise advertiser would attempt to conduct an extensive advertising campaign in the Canadian field without the aid of either or both of the above mediums. They are first selected and first in results.

¶ *The Montreal Daily Star* and *The Family Herald and Weekly Star* have a combined circulation of over **208,000,** representing over **1,000,000** readers — nearly **one-fifth** of Canada's population— and are used year in and year out by the leading advertisers of Great Britain, the United States and Canada with profitable results. For rates and other particulars address

Advertising Manager - - - Star Building

Montreal - Canada

TRAVELLING MEN CONVENE

There's always something doing when Roadmen gather together. The Scouts of Her Majesty—you know the lady—Old Dutch Cleanser convened in Toronto to talk over business—get acquainted and enjoy themselves. The Scouts made it clear that travellers appreciate the value of advertising.

A rousing banquet at the National Club, on the evening of Thursday, December 29th, ended a most successful and interesting three days' convention of the Canadian selling force, the scouts of Old Dutch Cleanser.

Business and pleasure were very cleverly combined. Tuesday was spent generally in looking over and discussing plans for the coming year and in getting acquainted. In the evening the scouts were entertained by their General Manager, Mr. Henry R. MacKenzie, at his residence.

On Wednesday a short business session was held at the factory, after which all adjourned to the bowling alleys, where some exciting and closely contested contests took place between teams representing the office and outside forces. In the evening everybody enjoyed box seats at Shea's New Theatre.

Thursday morning another business meeting was held at the factory. In the afternoon the scouts took possession of the offices of the Woods-Norris Advertising Agency, where several very interesting addresses and heart-to-heart talks were heard. Mr. H. R. MacKenzie, Manager of the Canadian Old Dutch Cleanser, discussed prospects for 1911; Mr. W. H. Flewwelling, Office Manager, gave an address on Relation of Office to Travelling Sales Staff; Mr. F. A. Rowlatt, of Woods-Norris, Limited, a short address on the Canadian advertising; Mr. E. A. Webb, Superintendent of the factory, a Talk on Manufacturing, and Mr. Young, of the Seaman Advertising Agency, of New York, gave a short history of the climb of Old Dutch Cleanser in the commercial world.

Mr. C. C. Norris, in a short talk, urged the co-operation of the travelling staff with the advertising to make for the complete success of the Canadian business.

Enthusiasm was the keynote of the entire convention, and speaks well for success for Old Dutch Cleanser for 1911.

* * *

The publisher who does not advertise is a relative of the manufacturer who does not believe in the merits of his product.

* * *

The bluff game is antiquated—unless you can deliver the goods, don't come around.

* * *

A good Prime Minister is often worth more than he gets—a good advertising man always is.

507 Circulation Solicitors

are at present building up circulation for the *Maclean Publications* in every corner of Canada.

This great army of salesmen is directed by a salaried staff of experienced subscription-getters. Naturally the result of such

Continuously Active

circulation campaigning is to make the *Maclean Publications* unusually good advertising mediums.

Our aim is to produce publications that fill distinctly defined fields and to make them so authoritative, so readable, so *necessary* that the work of getting subscriptions often involves little more than the presentation of a sample copy for the prospect's examination.

The intrinsic merit of the *Maclean Publications*, coupled with our never-ceasing activity in circulation building, give the *Maclean Publications* unique value as advertising mediums.

T H E

Maclean Publishing Co., Limited

Office of Publications, 143 UNIVERSITY AVE., TORONTO

Offices in Montreal, Winnipeg, Vancouver, London, Eng., New York and Chicago

PUBLISHERS OF

Canadian Grocer--Hardware and Metal--Dry Goods Review
Printer and Publisher — Canadian Millinery Review
Bookseller and Stationer--Plumber and Steamfitter
Busy Man's Magazine—Canadian Machinery—Power
House — Farmer's Magazine — The Financial Post

TRADE ADVERTISING AND DISTRIBUTION

The Scientific Campaign Recognizes the Existence of Obstacles at all Points in the Channel of Distribution, and Applies the Remedy at all Points.—By T. J. Tobin, Advertising Manager The Canadian Grocer.

Most of you have come in contact, at one time or another, with a case of advertising hysterics.

And it is well to absorb the fact right now that there is never anything hysterical about really good advertising.

Good advertising is a sane, sober, serious proposition.

When advertising will not stand the test of ordinary business logic—in every particular—there's something radically wrong with it.

It's a simple proposition when you come to look at it in the right light.

Nothing at all mysterious about it—not a thing.

Just straight business all through.

As practised in many instances, advertising is a science—not yet an exact science, but pretty nearly so.

As practised in many other instances it is anything but scientific.

I could prove this by some campaigns that are running to-day.

The scientific campaign dovetails snugly into the system by which a line of goods is distributed.

Generally speaking, the object of advertising is to *assist* the sale of goods—

—not to really sell them—

—for it is only mail order advertising that ever actually completes sales.

And mail order advertising is only a small fraction of one per cent. of the total. Therefore we

Better razor advertising

can eliminate it from our calculations, for the present at any rate.

Keep that word assist in your mind. It's an exaggeration to describe the chief function of advertising in any stronger term.

THE WOODS-

MANY and varied are the ways of advertising agencies. That's as it should be, because advertising is a big, broad subject. It is more. During late years it has become the greatest factor in the distribution of the world's merchandise. And as such it lends itself to many interpretations and many methods of application. All of which have much in their favor and none of which are void of defects.

SUBJ
MUT
INTER

* * *

The Woods-Norris Way is not a method of conducting an advertising campaign that we ourselves have altogether evolved.

It is something vastly broader than the advertising experiences of several men.

It is practically the accumulated experience of the advertising world, studied by experts, and applied to the different and varied problems of our clients.

Sometimes our reading of the advertising horoscope may be a little faulty, but our clients are quick to declare that we are nearly always right.

* * *

When a man joins our staff our clients may depend upon it that he has betrayed symptoms of being a serious student of advertising.

The first bi-weekly conference is usually enough to convince him that the Advertiser's interests and ours are mutual.

More than that, he soon learns to know that the Advertiser's interests must be considered first of all. It matters not whether that Advertiser contemplates spending $500 or $25,000.

WOODS-NORRIS LIMITED - Adv

NORRIS WAY

T:
AL
ESTS

In our hands an appropriation, large or small, must prove a good investment—nothing less will satisfy the Woods-Norris staff.

* * *

The Woods-Norris Way is often unprofitable business for this Agency when an Advertiser is making a beginning. But we're not in business for to-day or to-morrow or the next day—we're in the Advertising business for good.

Our fundamental principle is the developing of business for our clients. We are business promoters first, last and all the time.

* * *

A study of mutual interests—the phrase is an apt explanation of the Woods-Norris Way.

If we can make your advertising a good investment it will pay us to land and handle your business.

Otherwise we don't want it.

* * *

Tell us your general distributing problems.

We may be able to solve them for you.

We may be able to evolve a selling plan for your business.

We may be able to dovetail that Selling plan into a general advertising campaign, and the combination might mean a great deal to you.

A bare statement of your difficulties will bring a frank, straightforward answer, telling you whether we can help you or not.

Or—one of our men will call on you at your convenience and study the situation first-hand.

Either way places you under no obligation.

tising - Mail Building, TORONTO

WESTERN HOME MONTHLY

WINNIPEG - MANITOBA

CHANGE OF RATES

On and after December 1st, 1910, and until further advised, *Western Home Monthly* Advertising will be governed by the following tariff:

One thousand lines and over (to be used within one year), fifteen cents per line.

Less space, seventeen cents per line.

Special position, twenty-five per cent. extra.

CIRCULATION GUARANTEED IN EXCESS OF 38,000

The Home Publishing Co.

Publishers - - Winnipeg

Now let's start at the beginning.

First of all we have the system of distribution—the channel down which goods must go from factory to consumer.

That channel has been established a long time, and every manufacturer's product has to follow it.

There is no choice in the matter.

Therefore, finding a new channel of distribution is not one of the functions of advertising.

The work it will perform is that of getting behind the goods and helping to shove them down the channel already established.

Because it is necessary to supply a propelling force, we infer that there must be obstacles to overcome in the marketing of goods.

These obstacles are:

1. Lack of knowledge.
2. Lack of confidence.
3. Competition.
4. Human nature (indifference, if you will).
5. Prejudice.

They begin with the jobber.

They extend to the retailer.

They are found among consumers as well.

Advertising is the most effective method of levelling these obstacles.

It spreads knowledge about the goods.

By doing so it creates confidence in them.

It lifts them out of the rut and makes them conspicuous among competing lines.

It overcomes prejudices.

It reconciles the goods to that human tendency on the part of distributors to follow the line of least resistance.

The scientific campaign recognizes the existence of the above-mentioned obstacles at all points in the channel of distribution, and it applies the remedy *at all points.*

It gets behind the goods at the factory and sees them right through to the consumer.

No point is neglected.

It's a steady shove all the way.

With the least possible friction.

The first problem presenting itself is that of assisting the goods onto the dealer's shelves.

The second is that of creating demand among the consuming public.

Information requires to be imparted in both cases.

It must be designed to create confidence in the goods, make them conspicuous among competing lines, etc.

The fact that this information takes one form for the dealer and another for the consumer does not affect the general argument I am advancing. The principle is the same.

Therefore, I submit that advertising of a high order is just as essential in the case of the dealer as in the case of the consumer.

It seems inconceivable that there should be the slightest difference of opinion on this point.

* * *

Advertisements are sometimes so attractive that their value as works of art monopolizes all attention—the goods advertised are totally eclipsed.

* * *

Beliefs are often mistaken for conclusions—there's a difference.

THE

CALGARY HERALD

Is the leading newspaper and the standard advertising medium between Winnipeg and the Pacific Coast.

Circulation 10,500 Daily

The great Middle West is the best buying field in Canada. NOW is the time to break into it,—not next year.

Alberta farmers have more money to spend this year than ever before.

The leading advertising agencies in the East can quote you rates for a campaign that will cover this prosperous country, and can tell you about The Herald.

"You can't begin to cover Alberta without The Herald."

The Herald Publishing Company Limited

DAILY CALGARY, ALBERTA WEEKLY

In Your 1911 Campaign

Can You Afford to Neglect the Province of Saskatchewan?

Grain crop for 1910 was $92,000,000. This is more than Manitoba and Alberta combined.

THE REGINA LEADER

Covers the Wealthy Territory

MORNING - EVENING - WEEKLY

Write for Advertising Rates, etc.

The Leader Publishing Company, Limited

REGINA, SASKATCHEWAN

RELATION OF ADVERTISING TO SALES

The synopsis of an Address delivered by Mr. F. A. Rowlatt before the Canadian Salesmen of Holbrook's, at their Annual Convention in Toronto.

As a general rule in the past, advertising has been treated with more or less indifference, and entirely separate and apart from any other department of a business. Of later years, however, the leading manufacturers who have studied the question realize more thoroughly that advertising is a necessity, and that it is the only way of reaching an important outlet that has in the past been more or less neglected. They also realize that the advertising is an important sub-division of their selling organization.

Though the two branches of selling are separate, they should be worked in combination; the advertising being aimed at the consumer and the traveller chiefly working the trade and educating the retailer to *sell* to the consumer—offering him helpful selling suggestions, and in general making a good friend of him.

There has been in many cases, among travelling salesmen, a feeling rather adverse to advertising. Many seem to think that when a firm starts to advertise the result will be to dispense with their travellers' services, but as has now been proved the contrary is the case. It is now a recognized fact that travellers for an advertised article can make more money than they could if the article were not advertised.

You will, therefore, see that the object of general advertising is to reach and educate the *consumer* or *householder* to use your goods, and

Good, Better or Best?
A VITAL DIFFERENCE IN BREADS
QUALITY you know is comparative just as much so in bread, as in woolens or linens.
If you make bread at all you naturally want it to be good—as good as, or better than your neighbor's.
But is your bread as good as it ought to be? Does it furnish its full quantum of health and strength? Is it nutritious as well as delicious?
Ordinary flour may make fairly good looking bread. But if you care for *food value*, for nutrition, for digestibility, for bone and muscle and blood building quality, you will want a flour rich in the highest quality of *gluten*.
"ROYAL HOUSEHOLD" is the *finest flour in the world* and makes the best bread in the world.
And it is just as good for Pastry as it is for Bread. It is the one flour which has proved an unqualified success for every household purpose. And its absolute uniformity guarantees you against failure—
ROYAL HOUSEHOLD FLOUR is made of Manitoba Red Fyfe Wheat, which is especially rich in high quality gluten.
It is scientifically milled in the finest mills in the British Empire and samples are regularly subjected to the most exacting of all tests, the oven test, to insure uniformity
"ROYAL HOUSEHOLD" always makes the finest and most nourishing bread, the lightest, flakiest and most healthful pies, cakes, biscuits, muffins, rolls.
Order "ROYAL HOUSEHOLD" at once. Don't delay. The sooner you commence using this finest of all flours the better for your family.
22
ROYAL HOUSEHOLD

Better flour advertising

it is up to you, boys, to use this advertising as a lever to increase your own orders to the trade, as the more that people are educated to buy your line of goods from the retailer, the more profit the retailer makes

with less cost and in less time. Therefore the more you can impress on him the work your firm is doing for *him* and for his profit, it places him more or less under an obligation to your firm, and in most cases, if properly handled, this will spur the dealers to further efforts. It is only human nature to make money as easily as we can, so the goods that sell most quickly and easier are the ones the dealer will naturally push most.

A good street car card.

Advertising does and will bring customers into a store, and in many cases these customers will ask outright for the advertised article. For instance, a woman may walk into a grocery store and ask for a bottle of HOLBROOK'S SAUCE. In most cases the grocer will give it to her without question if he has it. If he does not keep it he will naturally try and sell her something else. But very often a woman who has been reading a HOLBROOK'S SAUCE advertisement may be impressed by it strongly enough to go into a store and ask her grocer if he knows anything about HOLBROOK'S SAUCE, and if it is a good sauce. Then it is up to the traveller to have that grocer so educated as to the high quality of HOLBROOK'S SAUCE, and his friendship so solid through square treatment, that he will immediately say, "It is, indeed, a good sauce; I can recommend it." He will then close the sale of that bottle to the customer. But, on the other hand, if the travellers do not work the trade properly the grocer is liable to be not particularly interested in HOLBROOK'S SAUCE as much as he is, perhaps, in some other sauce, and he would then try to switch the sale to some other source, though he may do this without knocking HOLBROOK'S very hard. In this case the advertising has done its work, but the traveller has fallen down on the trade end of it. This will show how necessary it is to educate the trade who come in contact with the consumer on selling points, and any other useful and helpful hints that can be given.

As a matter of fact, the success of an article depends mainly on its value to the *consumer*, and until such article has reached the consumer it is not really sold.

The first feature to make an article a success on the market is "merit," so as to satisfy the consumer when he buys it. The second is a good *selling* organization, cov-

ering both consumer and trade. It is universally recognized that personal canvass is the strongest and best means of selling, but it is financially impossible to canvass every householder for a small-priced article; therefore various methods of trade distribution have been evolved—from manufacturer to jobber—jobber to retailer—retailer to the consumer.

Salesmen are absolutely necessary to cover all sections of the trade. On account of the comparatively small number to be reached, and the larger bulk orders, this can be done profitably by personal canvass, and nearly all manufacturers have attended to the trade end of it with more or less intelligence and profit.

A better one.

But there still remains the big consumer end of it to be handled, and as above stated, it is impossible to reach it by personal canvass; therefore the only means left is by general publicity and sampling, etc. —in other words, advertising.

This costs money and the most successful manufacturers are naturally those who can bring this cost down to the lowest possible amount to produce the maximum results; but to make the advertising appropriation profitable it must have the hearty co-operation of the travelling sales staff.

It has been proven now, beyond dispute, that a good traveller can, with a well-advertised article, sell larger orders and get over his ground in quicker time than he can with non-advertised articles. Advertising has done more for the traveller than any other man on earth. That the fact is appreciated goes without saying. It is needless to point out to you that it is the man who brings in the largest orders at the least expense who can demand the highest salary.

* * *

Don't overwork a dollar any more than you would a horse. Three per cent. is a small load for it to draw, six a safe one. When it pulls in ten for you it's likely working out West and you've got to watch that it doesn't buck; when it makes twenty you own a blame good critter or a mighty foolish one and you want to make dead sure which. But —if it draws a hundred it's playing the races or something just as hard on horses and dollars, and the first thing you know you won't have even a carcass to haul to the glue factory. —Rusty Mike's Philosophy.

TEAM WORK BETWEEN THE COPY DEPARTMENT AND ADVERTISER

One of the sanest and most timely articles that has appeared in an Advertising Magazine for many a day. An article that should be read by every advertiser and agency man in Canada.—From Printers' Ink, by Albert P. Timoney.

The production of good copy in an advertising agency is largely the result of co-operation. Intelligent co-operation, in which the advertiser, the agency man who handles the account, and the man who writes the copy must all do their share. The better their co-operation, the better the copy that will be produced as the result of it. The advertising copy of the Regal Shoe Company—accepted by many as a standard for shoe advertising—has, for instance, always been the result of the closest kind of co-operation between the Regal Shoe Company and its advertising agents. The Regal Company's advertising manager, the agency executive and the writer have always work edtogether to produce copy that would measure up to 100 per cent. efficiency.

The co-operation necessary in the production of good copy begins with the advertiser himself. Experienced advertising managers realize this. They realize that a successful advertising agency is, through its experience, a reliable authority on the requirements and essentials of good copy. They, therefore, give their agents' opinion on matters appertaining to copy due consideration.

On the other hand, there are merchants and manufacturers—some beginners at advertising, some old offenders—who act as though they considered that advertising agents didn't know anything about advertising after all. These men will call in a lawyer when they

Breakfast in a Warm Room

In very cold weather many dining-rooms would be "like ice-boxes" at breakfast time, before the house fires have started up, if it were not for the

PERFECTION SMOKELESS OIL HEATER

Absolutely smokeless and odorless

Lighted in a moment, and quickly giving a glowing heat, the Perfection Oil Heater has enabled many a man to go to business in a cheerful, confident spirit who otherwise might have felt and shown all day the effects of a cold, cheerless breakfast-room.

It has a cool handle and a damper top. An indicator shows the amount of oil in the font. It has an **automatic-locking flame spreader** which prevents the wick from being turned high enough to smoke, and is easy to remove and drop back so the wick can be cleaned in an instant. The burner body or gallery cannot become wedged, and can be easily unscrewed for rewicking. Finished in Japan or nickel; strong, durable, well made; built for service, and yet light and ornamental.

Dealers Everywhere. If not at yours, write for descriptive circular to the nearest agency of the

THE QUEEN CITY OIL CO., LIMITED

or The Imperial Oil Co., Limited

Forceful as well as attractive

need legal advice, and tell him their troubles. And when they get his advice, in ninety-nine cases out of a hundred they follow it. They do what their lawyers tell them to do because they realize their lawyers know more about law than they do. Yet these same men will call in an advertising agent and tell him the kind of advertising copy they *want* prepared—they don't ask his advice as to what kind of advertising copy they *should* have. These men don't co-operate with their advertising agent—they handicap him—and themselves. As a result their advertising copy often isn't the kind their business requires, but the kind they insist upon. They get what they want, not what they ought to have.

One of the oldest and best-known makes of talcum powder has been going along for years in an advertising rut evidently prescribed by the manufacturers. The copy has been crude—a few stilted statements. Just general publicity. The box looked more suited to shoe blacking than talcum powder. The babies pictured in the advertisements were caricatures that no American mother would want *her* baby to look like. Meantime other makes of talcum powder, in attractive boxes, with intelligent advertising that appealed to intelligent people, have become enormously popular. Lately it appears as though the manufacturers of the old talcum powder are beginning to see the error of their ways. It is about time. An intelligent agency copy department could long ago have told them things worth many dollars to them.

Some one has said, and said truly, that "too much advertising is written to please the advertiser." When you see poor advertising, a freak advertisement, irrelevant copy, produced by an experienced agency, it is nearly always a case where

Special announcement
to Theatre patrons
TORONTO SATURDAY NIGHT is pleased
to announce that, beginning with this issue, JAMES.S METCALFE,
Dramatic Editor of Life, and, since the retirement of William
Winter, dean of the New York writers on the drama becomes a
regular weekly contributor to the columns of this journal,
SATURDAY NIGHT
"A paper worth while"
Out to-day
For Sale throughout Canada

Good newspaper advertising.

the advertiser has insisted upon having his way. With proper co-operation the best agencies will invariably produce effective copy for an advertiser, but the advertiser doesn't always recognize good copy when he sees it.

There is now appearing in the New York cars a card advertising a well-known brand of pork and beans, and bearing in addition to the name the single, startling statement—"They Grow on You." Shade of Epicurus! Is the prom-

Hamilton Newspaper Union List

Comprising 75 FIRST-CLASS Weekly Papers

Sworn Circulation for 1909 - 2,889,732
Weekly Average - 55,571

This List is Used by Many of the Largest Advertisers in the United States and Canada. Enough said.

For Rates, etc., Address

Hamilton Newspaper Union - Hamilton, Can.

Hamilton the Electrical City of Canada

We Do All Kinds of
Job Printing
Give Us a Trial

ADVERTISE IN THE TIMES

Practically all the best families in the City and County read THE TIMES. Consequently it is the Newspaper through which to reach the GREAT BUYING PUBLIC of this district.

The Semi-Weekly goes into the homes of the farmers of Ontario and the Northwest.

THE TIMES IS THE PAPER FOR YOU.

DAILY AND SEMI-WEEKLY

Hamilton - Ontario

ise of pork and beans sprouting out over the consumer's anatomy calculated to increase the demand for the dish? Needless to say this card is a big success as a mirth-maker. Now this same advertiser almost invariably uses copy that is straight to the point, strong and convincing. While I do not know how this foolish phrase slipped out, I have known similar cases where an advertiser has had some pet phrase and insisted upon using it, regardless of its inappropriateness, a double-barrelled meaning, etc.

Some advertising agents absolutely refuse to run copy they know will prove ineffective or harmful to their advertisers. They have the courage to tell an advertiser when he is wrong and to refuse to help him go astray. Needless to say these agents deserve the greatest encouragement in the stand they take, and the advertisers who stick to them get results. Other agents take the stand that when an advertiser insists on having his ideas carried out in spite of their protests, he has a right to have his own way, as he is paying the bills. And after all they cannot be blamed for taking that view of it.

The co-operation of the advertiser in the production of good copy doesn't stop, however, with his willingness to respect his advertising agent's guidance and advice in copy matters. He must help the agent to gather the building materials for his copy. Advertising is not an easy business. If it were, it would not call for the services of trained men. There would be no field for advertising agencies with their highly efficient organizations. The manufacturer who goes to an advertising agency and says, "I want to do some advertising. You're the doctor. Go ahead. But don't bother me about it. I'll leave it all to you. See what you can do," goes to the other extreme.

short horse is soon curried
Likewise a small job of painting is soon finished, and any job of painting is a small job if taken in time.
The longer your house and barns are allowed to go without repainting, the more paint it takes and the more time to apply it.
That's why delays are costly.
And also buildings, wagons and machinery needing paint and not getting it, soon need more than paint to make them right.
The moral is—keep things painted and use good paint in doing so. By good paint I mean paint that covers well, sinks in and stays on. Select your paint as you do your seed or your fertilizer—it is just as important. Find a name in the paint field that stands out, that has made a reputation on quality, that was making paint when you were a boy and is still at it and that has become the largest paint house in the world, and you can come pretty near trusting its products.
There is such a house and to save your time I'll mention its name—The Sherwin-Williams Company. You can get every kind of paint or varnish that your farm requires from a Sherwin-Williams dealer near you. Just mention the thing to be painted and you'll get the right paint—the kind that will last and protect.
You can get a most informing book free by addressing
THE LITTLE PAINT MAN, care of
SHERWIN-WILLIAMS PAINTS & VARNISHES
Canal Road, Cleveland, Ohio In Canada, 639 Centre St., Montreal

A good argument

As before stated, a merchant or manufacturer knows more about his own business or his own product than anyone else. And this knowledge is of vital importance to his advertising agent. The more deeply the agent comprehends a client's business and its aims, the better able he will be to plan a successful advertising campaign.

Here is where the agency man who handles the account must do his part in the co-operation that results in the production of good

The Trade of Western Canada

The most rapidly developing market in the whole world is **controlled** by the **General Merchant.** The Western Merchant, being so far from his market, depends largely on his weekly Trade Journal. For this reason your Trade Paper list for 1911 should be headed by

Established 1882

THE COMMERCIAL

The WEEKLY FINANCIAL, COMMERCIAL & GENERAL TRADE NEWSPAPER *of the* GREAT WEST.

WINNIPEG, MANITOBA

Canada's Greatest Trade Weekly

THE COMMERCIAL has **more paid subscribers** among the Retail Merchants in Manitoba, Saskatchewan. Alberta and British Columbia than all other trade papers combined. This paper's subscription records are always open to advertisers for inspection.
Write nearest office for sample copy and information.

WINNIPEG, Travellers' Bldg. VANCOUVER, 26 Crowe and Wilson Chambers
TORONTO, Confederation Life Bldg. MONTREAL, B. 34 Board of Trade Bldg.
CHICAGO, 4059 Perry Street LONDON, ENGLAND, 3 Regent Street, S.W

You will be sure of

Many Happy Returns

during the

New Year

if you advertise in

THE NEWS

TORONTO'S ACKNOWLEDGED HOME PAPER

copy. The advertiser, with all his willingness to help, may not know what information is wanted. If a newspaper or magazine advertising campaign has been decided upon, and an executive man in the agency has been detailed to handle this account, it is this executive's business to get the data for the copy department. Every bit of information that can possibly assist the writer in the preparation of the copy should be dug out and written down. Nothing is too trivial to be overlooked. It is hard enough to produce good copy with all the data at hand. Without all the data, it is an impossibility.

More copy fails to hit the mark, more time and money are wasted in its preparation owing to the fact that meagre and insufficient data are supplied to the writer, than from any other cause. When a series of advertisements has to be revised again and again it is usually because each reading shows some point lacking—some point that was overlooked in furnishing the data. If all these points had been brought to the writer's attention at the beginning the copy would have been pretty nearly right the first time, and when the agency man himself grubs for data he should be given the fullest knowledge that he seeks.

In addition to furnishing complete data, the executive man and the advertising manager can help the writer considerably by giving him sufficient time in which to prepare good copy. Some have a habit of "rushing" the writer when there is no need for it. They promise to show the client copy in a day or two without stopping to figure out whether the writer can start upon that piece of work immediately, and how long it will take him when he does. Or the advertising manager will not plan ahead far enough. Result is the copy has to be rushed through at the expense of its efficiency. If the advertiser understood the conditions he would willingly wait a few days longer in order to get the copy *right*.

The
flavor of
WHITE
LABEL
ALE
is always uniform—enticing, unusual, delicious—it's the flavor of the finest Kent hops and barley malt. White Label is carefully brewed and bottled in our modern brewery.
Try the flavor to-day.
At hotels and dealers everywhere
DOMINION BREWERY COMPANY
Limited
TORONTO

Still room for improvement

A Cotton Sign

Executed by

The Hough Lithographing Co. Ltd., Toronto, Can.

ALEXANDER MACPHERSON, President T. P. ADAMS, Vice-President

The oldest newspaper in Canada is "The Gazette"—Established 1778

The Gazette

MONTREAL

The only English morning daily in Montreal is "THE GAZETTE."

When the advertising is written, who shall be the judge of the copy? This is a rock around which many an organization has seethed in turmoil. Here again there is need of intelligent co-operation between the writer and the executive. Too often it is a case of "too many cooks." When a number of people establish themselves as judges of copy in an agency, have it changed here and there to suit their personal opinions and prejudices, the result is generally disastrous. A good writer has faith in his copy when he turns it out the first time. He *knows* it is right according to the data supplied him, or he would not hand it over. If he is made to revise it to suit the whims of different people, he loses his enthusiasm, the copy loses its snap, and when it reaches the client the copy is promptly turned down—and with good reason.

When the executive man receives the copy, he should judge it to see if it has been written according to the data he furnished the writer. That is as far as his judgment of it should go. He shouldn't let his personal opinions influence him. They may be widely different from the advertiser's. If the copy complies with the data in every detail—and the data are found to be correct—a writer has a right to insist that it be submitted to the client without change. Then he can be held directly responsible for it—and every good writer is ready and willing to assume this responsibility.

When the executive takes the copy to the advertiser he should be ready to fight for it, to defend it. Many advertisers find fault and object to copy just to see how the advertising man will defend it. They want to bring out the reasons back of the copy and to satisfy their own interest. If the executive man shows an inclination to agree with the advertiser in every criticism he makes of the copy—as some executive men are prone

"THE FASTIDIOUS MAN'S WHISKY"
CORBY'S
"Special Selected"
Rye Whisky
is the whisky of the fastidious men. Follow his unerring judgment. Try this famous whisky yourself; but first put away all preconceived notions of what is best. Judge it by the infallible test of comparison.
The aroma is an irresistible invitation to taste. And the flavor is a delectable treat for an appreciative palate—rich, delicate and velvet smooth.
Corby's "Special Selected" is a superlatively fine whisky, thoroughly matured.
On sale everywhere. Try it.
H. Corby Distillery Company
Limited
Head Offices Montreal "Corby's of Corbyville for Over Half a Century"

It's up to the whiskey

to do—the advertiser begins to lose confidence both in the copy and the agency. Rightly, too, for why should an agency submit copy if it is not sure that copy is right, and if it is not prepared to defend that copy?

The co-operation of advertiser, executive man and writer proves most effective when it is carried on in a friendly spirit—a spirit which recognizes that the task is not easy; that each is striving to do his best; that, while mistakes may be made, they can be rectified

The Cream of Canada
Reads Canada Monthly
(Formerly Canada-West)

Because it is the livest and best magazine in the Dominion.

Because the men whose stuff has red blood in it—who command their audiences—who have something to say and know how to say it—who make you sit up and think—are writing for us.

Because the best of the American writers, the best of the Canadian writers, the strongest illustrations, the most striking covers, the livest issues, the truest Canadian spirit, are what Canada Monthly stands for, from Prince Rupert to Belle Isle.

And

Because the best people read the best magazine.

Because you want their business—the best business—

Because if you advertise in Canada Monthly you reach the right folks.

Write us To-day

VANDERHOOF-GUNN CO., Limited
Silvester-Willson Bldg., Winnipeg, Man.
68 Victoria Street, Toronto, Ontario

THE EDMONTON JOURNAL

The Journal carries more local, classified and foreign advertising than any other paper in Edmonton and at a higher rate.

MORNING
EVENING
WEEKLY

The Journal is read thoroughly because it is complete in daily news and special features. :: ::

The Journal publishes each month a detailed, sworn statement of a circulation greater than that claimed by any other Edmonton paper and endorsed by the Association of American Advertisers of New York.

M. R. JENNINGS - Editor and Managing Director
J. MacLAREN - - - Advertising Manager

—a spirit which expresses itself in a willingness to help the other fellow at every turn. There is no surer way of producing good copy, satisfactory copy, and successful copy than this.

MOST PEOPLE READ ADS

Often you meet a man who examines the advertising pages of a standard magazine, comments on the astonishing quantity of advertised goods, sagely wags his head and remarks: "I don't see how 'they' do it. I never read ads!"

The manufacturer, convinced against his better judgment, inaugurates a campaign and is really surprised at the number of people sufficiently interested in his ad to say so, regardless of his pessimistic viewpoint in discussing the question with his agency and advertising manager.

He doesn't read ads! He cannot find a single one among his friends and acquaintances that does read ads! Ask them and they indignantly deny the imputation.

But the fact remains that a few misguided mortals do read ads, are interested in them, believe in them, and occasionally tear off the coupon. Otherwise we wouldn't have much of anything fit to read.

As a matter of fact all of us are

THE HAMILTON HERALD

A Newspaper

The Pioneer One-cent Paper and the Live Up-to-Date Evening Paper of Western Ontario

Not an Organ

Recognized Want Ad. Medium

HAS THE LARGEST PAID CITY CIRCULATION

Read by the Masses

greatly more influenced by advertising than we think. If you could examine every article on the person of the first passer-by you should happen to meet, it is safe to assume that about 75% of his effects would prove standard, trade-marked, advertised goods, from the movement of his watch to his hat. Asked how he came to choose an Elgin movement and he would probably reply that everyone knew the Elgin movement was good, "no cheap, unknown junk for him."

He insisted that a well-known, substantial house should guarantee that movement and the sale is traceable to printed advertising, plus word-of-mouth publicity, plus satisfactory merchandise. All three elements play a distinct part in such a sale.

Printed advertising creates sales, which in turn make for or against reputation and on the quality of the merchandise depends the success or failure of the printed advertising. Call this the cumulative effect, if you will, but it is advertising, nevertheless.

Every man, interested in getting his money's worth, reads ads., either consciously or unconsciously, and is largely guided by them in his choice of merchandise, often without knowing it.

PERSONAL NOTES

The Christmas Number of *The Standard*, Montreal, easily warrants the title *Edition De Luxe*. Two enclosures, viz., "Our Lady of The Snows" and "Miss Canada," are works of art, and will be undoubtedly framed by a large percentage of those who were fortunate enough to buy a copy of this wonderful number. Experts are agreed that the *Christmas Standard* easily merits a first place in illustrated numbers. The subjects have been selected by men who have an intimate knowledge of art; the engraving and color work reveals this. Altogether this great commemorative number is easily worthy of a first place—if not the first place—among the best of such numbers ever published.

* * *

The Half Century Souvenir Edition of *The Montreal Witness* was issued on 10th of December, 1910, and speaks volumes of praise for the staff and facilities of The Witness Publishing Company. This issue portrays the growth of Montreal since 1860—tells the story of the development of the metropolis from a 100,000 city up to the 500,000 mark. To-day Montreal is "The gateway of transportation for the whole Dominion—a veritable Gibraltar of Finance and Commerce. With the renaissance of public spirit, too long dormant, there is no reason why Montreal's unique advantages should not lead her to vie with the greatest cities of both the Old World and the New in the race for commercial supremacy." This Souvenir Edition deserves more space than we have at our disposal. It speaks highly for the enterprise and public spirit of *The Witness's* publishers, who have contributed of their best in the interests of their city in particular, and the Dominion in general.

* * *

The *Toronto Globe* have just issued a circulation statement and advertising rate card combined, which is, in our opinion, the most complete and compact record of information supplied by any publication in Canada. It shows the daily average circulation

for the last sixteen years; also the circulation by wards in the City and by Provinces in the Dominion, and the actual number going to every town outside of Toronto. The method of circulation statements has been improving very much in the last two or three years. We think the *London Free Press*, who got out a book of their circulation two or three years ago, was very much along the lines of the *Globe's* circulation record now, but it did not include the advertising rates.

* * *

The *Spectator*, Hamilton, recently issued a brief, clever card that lacked one or two important essentials, as the following queries of an agency man will show: "Where is the *Spectator* published?" "What should the lucky reader of this card do?" But he asked too many questions, and we only cite the pertinent ones.

* * *

Beginning with January, 1911, the *Canadian Stove and Heating Journal*, established in 1909, will be known as the *Canadian Hardware and Stove Journal*, serving the hardware, stove, heating, housefurnishing, paint and kindred trades. It will be edited by Weston Wrigley, secretary of the Ontario Retail Hardware and Stove Dealers' Association since its organization in 1906. Mr. Wrigley recently resigned the managing editorship of *Hardware and Metal* (weekly), and *Plumber and Steamfitter* (fortnightly), to become editor and one of the publishers of the *Canadian Hardware and Stove Journal*. Mr. Wrigley's personal connection with the retail hardware, stove and paint trades throughout Canada, and his long editorial experience, assures a publication which will rapidly win a national circulation.

* * *

A Little Roll of News Print is the title of this year's annual token of *The Free Press*, Winnipeg. That these annual little tokens from Western Canada, with their accompanying illustrated booklets, have made a place for themselves in the regard of those to whom they have gone with the holiday greetings of the *Free Press*, is well known. This year's is a marked departure from the customary character of these yearly remembrances from the *Free Press*—a turning aside, for this once, from the sequence whose course thus far gives the present token, perhaps, something of the appearance of an interloper. The plea it has to offer for itself is the pressing importance to this whole continent of the question of pulpwood supply, as part of the wider matter of conservation of natural resources, which is compelling the attention of the peoples and the Governments of this country and the United States—the outstanding fact in regard to pulpwood being that the Dominion of Canada, having the greatest area of pulpwood of the best quality, under the operation of scientific forestry-methods for the perpetuation of that supply of raw material, is destined to become the world's greatest paper-manufacturing country.

WINDSOR

Is growing faster than any small city in the Dominion.

INCREASE LAST YEAR

1,400 Population, $1,000,000 in Assessment.

SECURE THE TRADE

Of this coming large city through the only effective advertising medium

The Evening Record

The Standard

St. Catharines - Ontario

Sworn Average Net Circulation for the year ending December 31st, 1909, was 4,356 copies daily.

Covers St. Catharines, Merritton, Thorold, Port Dalhousie and Niagara-on-the-Lake thoroughly.

Best Associated Press and Canadian Telegraph Service of any paper in the smaller cities.

The Standard "looks after" advertisers' interests in St. Catharines so that they get results.

Be sure The Standard is on your list when making up your advertising appropriation.

You don't know

unless you use one, in how many ways

BURROUGHS

(Nine out of every ten adding and listing machines sold are Burroughs)

Adding and Listing Machine

will help you with your business; though large or small. We have one just your size both in capacity and price.

There are 78 styles of the Burroughs adapted to 400 classes of business, one of which will exactly suit yours It will put short cuts in your book-keeping and save time and trouble in your accounting.

Let us demonstrate how a Burroughs will suit your business. If we cannot convince you, you will be under no obligation to us for the trial.

Burroughs Adding Machine Co.
246 Burroughs Block, Detroit, Mich.

How to Get Results in B. C.

¶ The Nicola Valley Coal and Coke Co. derived twice the results from its advertising in the SATURDAY SUNSET that it got from all the dailies of Vancouver put together.

¶ That was when the SATURDAY SUNSET was in its first year.

¶ The reason is that the SATURDAY SUNSET circulates among the people who have the price—the power to buy.

¶ It is read in every city, town and camp in B.C. It is firmly established because it is independent, fearless and Western.

¶ It is the best medium in B.C., but it won't publish all kinds of advertising. That helps the advertiser who has good goods to sell.

The Saturday Sunset

Vancouver, B.C.

Canadian Collier's

IN THE long run that advertising is most effective which reaches the same people over and over again. Twelve insertions are more than twelve times as valuable as one. This is cumulative effect.

¶ Any advertiser may have our chartered accountant's statement, showing that over 90% of Collier's circulation goes into the same homes fifty-two times every year. In other words an advertiser using Collier's regularly can have the **absolute** assurance that his announcement will reach the same homes over and over again.

Circulation Over 30,000 Weekly.

E. C. PATTERSON
ADVERTIS NG MANAGER
New York Chicago Boston

A. H. BLIGHT
CANADIAN ADVERTISING MANAGER
47-51 King Street West, Toronto.

The Globe
TORONTO.

CIRCULATION ANALYSIS OF
The Globe

A few unsolicited testimonials from "People who Know"

Royal Baking Powder Co.

"Your 'Circulation Analysis' has been received. The statistics which it contains are certainly complete, and are most valuable to the Advertising Manager, particularly in showing him how much he can depend upon an advertising influence outside of the local papers of the towns. Thank you very much."—H. A. La Fetra, Advertising Manager, Royal Baking Powder Co.

Messrs. J. J. Gibbons, Limited

"We desire to acknowledge receipt of your esteemed favor of recent date, enclosing copy of your 'Circulation Statement.' We have much pleasure in complimenting you on the success you have achieved in the preparation of such a complete statement, and we would appreciate your kindness in forwarding us a dozen more copies of same."

"Advertising and Selling"

"I wish to compliment you on the very complete 'Circulation Statement' which comes to me in the form of your booklet. It seems to me that there is hardly anything left in the way of questions for the advertiser to ask."—A. Eugene Bolles, Vice-President and General Manager "*Advertising and Selling*"

Canadian Pacific Railway Co.

"I was never skeptical regarding the circulation of *The Globe*. If I was, that little booklet of yours entitled 'Circulation Statement' would certainly knock it out with one blow."—W. T. Robson, General Advertising Agent, Canadian Pacific Railway Co.

"Printer's Ink"

"The advertiser's growing desire to examine more closely into distribution of circulation is met in an impressive way by a booklet just issued by '*The Toronto Globe.*' Every town reached by this paper is listed with the exact number of copies placed in the town, even though only a single copy goes into the place. The result is a showing of over 1,800 towns, requiring thirty-five pages of space in the booklet, and representing one of the most complete analysis of circulation ever issued by a daily paper."—"*Printer's Ink.*"

Messrs. A. McKim, Limited

"We have your circular of December 1st, enclosing copy of 'Circulation Statement,' which is very complete and satisfactory in every way. We think we can use this to good advantage. We would like to have about a dozen copies of this statement for use around the office and by our representatives."

A copy will be sent to any address upon application to The Globe, Toronto, Can.

CANADA'S NATIONAL NEWSPAPER.

FEBRUARY — 1911

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING - - TORONTO, CANADA

71,129

Was the Daily average circulation of

The Toronto Daily Star

for the month of December, Nineteen-Hundred-and-Ten.

Compare these figures with other Circulation reports printed within the past few months and you will find that it shows

Permanent and Substantial Increase

and is but added proof of the popularity of the STAR with the people as a newspaper.

THE STAR maintains its leadership on its merits and is worth a first consideration in your advertising plans for the New Year.

Rate card and full information from the ADVERTISING MANAGER

The Toronto Daily Star

A Monthly Magazine published in the interests of Canadian Advertisers.

Economic Advertising

T. Johnson Stewart - - - - - - - - - - Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	120.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 4. Toronto, February, 1911. No. 2

Straight Talks

THE NEWSPAPER—THE GREATEST SALES FORCE

SOME time ago, Mr. Dockrell wrote an amazingly elusive article on "The Newspaper—The Greatest Sales Force," for *Advertising and Selling*. Had that article referred to the Canadian situation most advertising men would have agreed with its author. *Because the newspaper is undoubtedly the greatest selling force in the Dominion.* But the Business Doctor was recording his opinions regarding the situation in the United States and, therefore, some of his conclusions were neither as just nor as logical as they might have been.

Mr. Dockrell is a picturesque writer. He can sling ink. Words, words, words roll from his pen in a rushing, bubbling torrent of rhetoric. Indeed, one might be forgiven for hinting that his turgid style serves to conceal the weakness of his argument exceedingly well. He vehemently declares that he gets hot when writing on this subject and it is very plain that he was in quite a tempestuous mood when—by inference—he swept all magazines, as advertising media, into oblivion.

I like Mr. Dockrell's style. There's something peculiarly pleasing about it. But, like most eloquent men, what he calls thinking is not thinking at all. Here's how our Business Doctor sums up the situation: "*The newspaper is the greatest selling force in any single locality. Therefore the newspaper is the greatest selling force in all localities. Therefore the national advertiser should exhaust the pos-*

The Vancouver World

The Best Advertising Medium In Western Canada

It's the Paper that Reaches the Masses — the Wage Earners, who are the Greatest Money Spenders—the "World" covers every industry.

THE eyes of the whole manufacturing world are centered on Western Canada—its great resources are being developed—it needs the machinery and other accessories that are required for the upbuilding of a new and great country.

The "Vancouver World" reached the great masses of the people with its many thousand subscribers. The "Vancouver World" is the largest morning and evening paper on the earth. It carries nearly as much paid advertising as the "Chicago Tribune" and "New York Herald" combined:

Total Advertising	**"Vancouver World"**	**10,597,956 Lines**
" "	**"Chicago Tribune"**	**5,735,100 "**
" "	**"New York Herald"**	**5,410,966 "**

Facts like these speak louder than words. Advertise in Western Canada's greatest newspaper and get your share of the great harvest that is being reaped by your competitors.

The World Printing and Publishing Co.

Vancouver, B.C., Canada

Immediate Results are Assured Advertisers in the "World"

sibilities of all newspapers in the United States before seriously considering the use of other media."

* * *

The solidity of Mr. Dockrell's premise is not altogether indisputable. While we might admit the newspaper to be the greatest selling force in most localities, we could hardly admit its selling force to be the greatest in all. Moreover, the newspaper is only the greatest selling force in most American localities in as far as the necessities of life are concerned. That it constitutes the greatest sales force in most United States localities *as far as the luxuries of life are concerned* may be reasonably disputed.

The manufacturer of an article of general household utility will find the department store's best media in most localities his best media. The automobile manufacturer is well advised when he considers the possibilities of other media before exhausting the possibilities of the newspapers of every locality in the United States.

Mr. Dockrell theorizes about advertising surely! It is utterly impossible for a practiced advertising man to ignore the established channels of distribution as he has done. Trade cannot be bunched, *unless competition is annihilated.* The average New England shoe manufacturer can only expect a fair share of the shoe trade of Indianapolis, St. Louis and Denver. It would be utterly impossible for him to bunch his trade, sell his entire output in Boston without first destroying all competition there. The sale of his output demands national distribution. Having built up his distribution facilities, a national advertising campaign, or the next best thing to a national advertising campaign, is demanded. And to use the newspapers in every locality of the U. S. A.—in every locality where he has obtained the hearty co-operation of a dealer or dealers—would simply mean utter and complete disaster. Even Mr. Post's immense profits would be completely swallowed up by a consistent newspaper campaign in every locality of the U.S.A.

* * *

But Mr. Dockrell is too clear-seeing to carry out his arguments to their logical conclusions. And then he can twist words mysteriously while accusing other people of misinterpreting his stately sentences. Having discovered that the average manufacturer cannot bunch trade he must of necessity admit that he cannot bunch advertising. But he declares inferentially—*Let a shoe manufacturer start business in Denver—let him bunch his trade by capturing the shoe trade of Denver by a concentrated campaign through the*

YOU GET BOTH

Quality and Quantity

WHEN YOU USE

The Daily and Sunday World

With a combined circulation of

Over 80,000

Right in the City of Toronto nearly 40,000 "Sunday Worlds" are sold every week. On some of the best residential streets of the City over seventy per cent. of the homes are reached by "The Daily and Sunday World." If you want direct and certain results use this combination.

A POSTAL TO

The World Newspaper Co.

Limited - Toronto

WILL BRING FURTHER PARTICULARS

newspapers of Denver. He possibly could do that very thing by destroying competition absolutely and utterly. To do that he would require a longer bank account than all his competitors combined. It is inconceivable that big established concerns would withdraw their sales force from the mountain city in order that this new competitor might gain an easy victory. The tactics of commerce warrant the belief that old-established concerns would concentrate their forces for the purpose of swamping this daring innovator.

* * *

Let us take another example. Say an underwear manufacturer's product is stocked by two hundred and fifty department stores in two hundred and fifty different cities. Because the newspaper is the best advertising medium for each and all of these department stores, Mr. Dockrell assumes that the newspapers in each and all of these cities are the best media for our manufacturer. More than that *the underwear man must exhaust the possibilities of all the newspapers in all these cities before considering the use of other media.*

Surely there is something awry about this kind of logic. One of two things would happen. The underwear manufacturer would either become bankrupt or he would have to increase the consumer cost of his garments. *And advertising that has not a very evident tendency to decrease the cost to the consumer is not advertising at all.*

* * *

I'm afraid that Mr. Dockrell's war against the magazines, although he has masked his batteries very cleverly, is being conducted rather unscientifically. The big magazines in the U.S. are the logical national media for the advertisers who have anything like a national distribution for their products. The popular American magazines are the Dreadnoughts of the American advertiser. And, generally speaking, the advertising managers of the big dailies south of the line gladly admit that fact.

* * *

All the foregoing, because two advertising managers of Canadian newspapers forwarded Mr. Dockrell's wordy article with the laconic remark: "Wake up, old man!" My facetious friends must have held a conference and calmly decided on the salutation.

However, as I have hinted, the situation in Canada is altogether different. In my opinion, the best advertising medium for Canada's national advertisers, in nearly every case, is the daily newspaper. The advertising agents of the Dominion might be able to make a little money if it were otherwise. As it stands, I fear that they'll

A FREIGHT CAR
EVERY TWENTY MINUTES

THAT is the capacity of the C.P.R. Shops at Montreal and they work full time. The G.T.P. Ry. and the C.N.R. are also heavy buyers of freight cars. Where do all these cars go? The Master Mechanic of the C.P.R. Shops at Montreal said: "We send them West and they never seem to come back."

There is a reason. The growing commerce of the West finds employment for all the cars the East can build. Take the items of coal and grain. Of one variety of coal alone, Pennsylvania, the Railways store a million and a quarter tons at the lake front ports of Fort William and Port Arthur for Western consumption. To transport this coal west requires the services of some 62,000 cars; in the grain season the grain inspections at Winnipeg average 600 cars per day.

These figures of Railway tonnage help to explain what becomes of the freight cars built in the East and they are also a suggestive reminder of the importance of the Western Canadian market to the Eastern Canadian Manufacturer. If you are transacting business with Western Canada and aim to enlarge your output, you are neglecting one of the most potent sales forces if you are not using the advertising columns of the Winnipeg Free Press.

The Canadian Advertising Agencies will be glad to plan your campaign, make a judicious selection of the papers to use, prepare your copy and give expert advice on the best methods of handling your distributing and sales forces in conjunction with your publicity.

Free Press of Winnipeg

have to struggle on with the minimum amount of greenbacks in their jeans for many days to come. Because the establishing of a national medium in a sparsely populated wide tract of territory is a slow and expensive process. National newspapers we have, but our national magazines are only in the embryo stage.

Our magazine publishers, however, are very modest men, or very philanthropic, or both. The space of every magazine in Canada is easily worth considerably more currency than rate cards demand. Need I say that space in this journal is easily worth double the price. But—we are willing to sacrifice a little all round in order to build up the country. (Cheers.)

* * *

SUGGESTED TARIFF TREATY

Should the Taft-Fielding agreement be endorsed by the U.S. Congress and our Federal Government, what would be the economis results? Politicians in both countries are at variance on the subject. That was to be expected. But, it is well to remember, that statesmen do not seem to entertain large differences of opinion as far as revision of the tariff is concerned. Generally speaking, our manufacturers are inclined to look on the contemplated treaty with disfavor. They seem to argue that U.S. manufacturers are liable to swamp the manufactures of the Dominion. But a close analysis of proposed changes hardly warrant that belief.

On the other hand, our farmers—especially the wheat-growers of the Western Provinces—believe that Mr. Fielding has acted shrewdly. The Ontario farmer is not so very sure about results.

The proposed treaty should benefit all farmers. It places the products of the soil on the Free List, and if there is one thing that the Canadian farmer wants more than anything it is a nearby, steady market for his produce. I cannot even see that the fruit-growers of the Niagara Peninsula would be grievously hurt. True, American fruits and vegetables might cut into the early market and put a crimp in western business, but would not free entry into the adjacent, thickly populated States more than compensate for any likely loss?

The only parties to the contract, who are likely to suffer more than we suppose, are the farmers of the Central States. The new arrangement would serve to stimulate the flow of Americans into Canada—it might even tend to depopulate the Dakotas, Wyoming, Iowa and Wisconsin. Because the American wheat-grower cannot compete with the Canadian wheat-grower in either quantity or

Quality—Service—Fair Price

A good business man desires to do business with men who know their business, the quality of whose product is assured. He is willing to pay a fair price for the goods he buys. Experience shows him that poor printing does not bring proper results to the buyer. Shopping around does not pay. It MAY make a better showing in the purchasing dept., but how about the influence on sales? —buy Sales - Making Printing.

The Hunter-Rose Co. Limited
12-14 Sheppard Street
Toronto

quality per acre. It is hardly likely the new arrangement will be ratified in the near future, not because it is so disadvantageous to Canada, or without manifest advantages to the United States, but because the people of both countries are too much influenced by partisan considerations.

No sweeping changes can be made in the existing tariff arrangements without hurting some folks, but Federal statescraft should make for the greatest good of the greatest number. The new tariff proposals constitute an economic question—party politics should not enter into its discussion at all.

* * *

"*Talking about Advertising* to a group of fellow experts, Mr. M. T. Frisbie said: 'Be not misled by circulation claims, but put your trust in the vigorous character of the publication that has a policy and stands for something—not your policy, perhaps, but nevertheless an earnest appeal to a living constituency.' This principle is likely to become truer all the time, as competition among advertisers becomes more sharp, as circulations grow larger, and as readers grow more intelligent and more critical. The relative importance of quantity and quality of circulation varies of course, also, according to the nature of the article sold. The more the purchase is a question of sound reasons rather than of mere suggestion, the more closely Mr. Frisbie's interesting principle applies. One of the incidental results of the series of articles on journalism which we are to make a feature during 1911, and the first of which appears this week, will be to make readers more closely observant of the publications which fall under their eyes, and this habit will have its bearing not only on editorial and news matter, but on advertising also. Anything which tends to encourage close and exact judgment on the reader's part is a step ahead, in whatever branch of his reading the change occurs."—*Collier's Weekly.*

A sane and illuminating argument that needs no comment.

* * *

There's mighty little competition in the world for the man who puts his job before every other consideration in life.—*The Mahin Messenger.*

* * *

When Arthur Brisbane declared that there were only two national mediums in the United States, he did not designate the *N. Y. Journal* as one of them; but Mr. Dockrell knows better.

Your Best Home Market

is among Canada's 2,220,000 French-speaking People

The trade of one-third of the entire population of Canada lies before you.

Canada's French-speaking population is every day becoming a bigger factor in the business life of the Dominion.

This is unquestionably the time for you to take steps to secure a large share of this great and profitable trade.

If this field is taken up in a thorough manner, with adequate provision for reaching and influencing the consumer, your goods can be made a household necessity throughout the French-speaking homes of Canada.

The means of doing this is furnished by La Presse, daily and weekly—the great home newspaper of the French-speaking people of Canada.

Through its columns you can build up a national demand for your goods, at a minimum of expense and with a maximum of profit.

Ask us for further facts about this field and be sure that your 1911 appropriation provides for a liberal amount of space in

LA PRESSE

DAILY AND WEEKLY

MONTREAL, CANADA

Ontario Representative
HENRY W. KING
152 King St. West
TORONTO, CANADA

LARGEST DAILY CIRCULATION IN CANADA, WITHOUT EXCEPTION

HABIT IN BUSINESS

The Mahin Messenger is notable for the strong commercial sense of its articles. Get the young man to realize the ultimate forcefulness of Good Habits and for him the problem of Life's Conduct is solved.

At the opening of the New Year, with all its possibilities of success or failure, is a fitting time to consider our attainments and reverses of the past, to determine the trend of our lives, the direction we are going and the progress we are making.

Every good business man at least once a year takes an inventory of his assets, balances his books, and ascertains the exact status of his affairs.

This is good business practice. But is the property of greater importance than the man? Is the success of the company of paramount importance to the honor and integrity of the men who compose it?

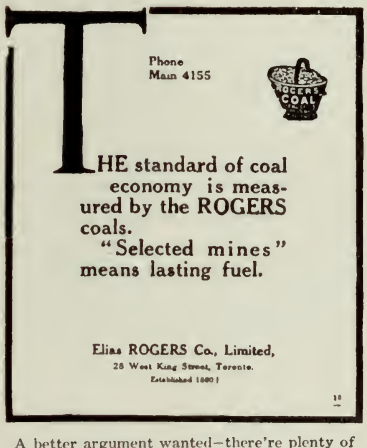
Shall we force a large balance on the profit side of the ledger at the expense of personal integrity?

While we readily admit that good business management demands the frequent check-up, is it not of even greater importance that we take stock of ourselves now and then, to see which way we are drifting?

Someone has said we are a bundle of habits. We are, to a much greater extent than we realize. Some good, some bad, some tending to business success, some leading in the direction of failure, others determining our moral growth or degradation.

Every man is *in toto* the sum of his acquired habits. He is a living, moving personification of the habits he has consciously developed, or carelessly acquired without his knowledge.

But we need not drift. We can direct the course of our lives as well as our business. We can determine what habits shall comprise our personalities and can govern their development.


Phone
Main 4155
ROGERS COAL
HE standard of coal economy is measured by the ROGERS coals.
"Selected mines" means lasting fuel.
Elias ROGERS Co., Limited,
28 West King Street, Toronto.
Established 1860

A better argument wanted—there're plenty of good ones

It is a careless man who allows himself to grow like a weed, without any guidance on his part toward a definite future goal.

"Assume habits carelessly, and you have careless habits; you are a careless man."

Canadian Collier's

CANADIAN COLLIER'S is not a fiction paper primarily. Canadian Collier's is written with a purpose and read with a purpose—by people who respect its integrity. Of all magazines of large circulation, Collier's is without doubt the GREATEST POWER FOR PROGRESS—the one publication that clings unflinchingly to a high ideal.

Canadian Collier's is read by over 30,000 active, intelligent men and women each week—men and women who want more than "light reading." And this 30,000 GOES INTO THE HOMES, in yearly subscription form.

Canadian Collier's is the ONLY MAGAZINE THAT PROTECTS ITS ADVERTISERS by guaranteeing a cash refund pro rata should the circulation fall below the mark on which the advertising rate is based, in this case 30,000.

E. C. PATTERSON
ADVERTISING MANAGER
New York Chicago Boston

A. H. BLIGHT
CANADIAN ADVERTISING MANAGER
47-51 King Street West, Toronto.

Horace Mann says: "Habit is a cable; we weave a thread of it each day, and it becomes so strong we cannot break it."

We must not forget that there is a scientific, psychological reason for this; that every time an act—good or bad—is carried out, it has a certain, positive effect upon the brain, where after repetition the impression becomes so firmly established as to absolutely govern us and direct the course of our lives. Thus, as Wellington says, habit becomes ten times Nature.

Curb your tendencies to evil habits, as you would check the disease that threatens your health and life, and you eliminate the dangers that threaten to drag you down to weakness, poverty and failure.

Encourage and develop the habits that make for growth, strength and manhood,—and you build for yourself the monument of honorable, admirable success.

We believe in good resolutions, supported by manly effort. Have we in the past been neglecting some "little things" in our personal lives, our business methods, that have prevented our work from being up to the very best of which we were capable ?

Strengthen the weak spots. By the force of manly will let us control, rise above, and overcome our weaknesses of the past.

Have we occasionally fallen short in the matter of punctuality, courtesy, honesty, earnest endeavor, conscientious work? Let us make a redoubled effort this year to come up to the standard we know we should attain, and be better business and advertising men thereby.

Have we at some unguarded moment lost a sale, offended a customer, made a weak or harmful impression for our house through careless personal appearance, or offensive habits? If so, let us find the cause, and remove it for all time.

Let us get the "momentum of habit" in the right direction. Good

Pan-Dried
TILLSON'S
ROLLED OATS
Compare Tillson's Oats With Others
and be convinced that they outclass them all. No black specks, no hulls, in Tillson's Oats. Cleanest rolled oats your money can buy. Get a package—taste and enjoy the delicious flavor of our new flake.
Cooks in 15 Minutes
Canadian Cereal and Milling Co., Ltd., Toronto
Tillson's Oats
A food—Not a fad

A catch phrase worth prominence

business habits, properly nurtured and developed, will carry us forward swiftly to early and permanent success.

Our habits make us what we are. Good business habits enable us to handle our work quickly, systematically and efficiently. They determine our ability and standing as business men. They govern our measure of success. If we

"Sow an act, we reap a habit;
Sow a habit, we reap a character;
Sow a character, we reap a destiny."

Increased to 36 Pages

Sir Gilbert Parker Says:

"This paper, THE CANADIAN CENTURY, is the most creditable and artistic publication which has yet appeared in Canada. It is very well designed, and has a character of its own, but, above everything to my mind, it makes an artistic appeal which is more necessary in a young country, whose vigour, energy and progress can be trusted, than any other."

THE CANADIAN CENTURY
MONTREAL

DEALER COERCION VS. DEALER CO-OPERATION

The voluntary support of the Dealer a primary essential of a successful Advertising Campaign—Stuff likely to antagonize Retailer, or belittle him, should not appear in Consumer Advertising—An illuminating article by ECON in Judicious Advertising.

With the exception of a comparatively few articles sold directly through the mails and through the mails only, the great merchandising medium of to-day is the retail dealer.

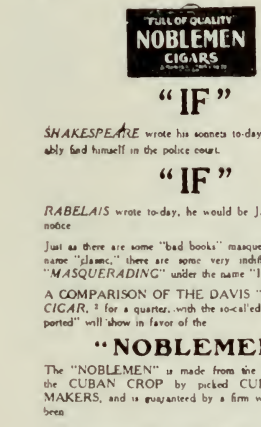
Any manufacturer who hopes to have his goods nationally known and nationally sold must sooner or later come face to face with this dealer proposition. He must make up his mind at the outset to sell his goods through the agency of a third disinterested party whom he must either *force* or *fetch* into the handling of his goods.

The way the manufacturer views this problem is entirely one of temperament and mental attitude, but after its approach it resolves itself finally into the cold proposition of either *forcing* or fetching, *bullying* or bringing, *coercing* or coaxing the dealer to handle the article.

Any other kind of selling service can be bought with *cash*—but dealer selling service must be bought with *co-operation*. Any other advertising medium will parrot-like repeat your argument, willy-nilly, but the dealer will say what he *pleases* and unless you please *him* what he has to say won't please *you*.

The sooner the manufacturer gets it into his head that the dealer is not going to be forced, that he resents coercion as a politely impolite hold-up, the better for the product and its sales.

Some manufacturers seem to forget that retailers are human,


"FULL OF QUALITY"
NOBLEMEN
CIGARS
"IF"
SHAKESPEARE wrote his sonnets to-day he would probably find himself in the police court.
"IF"
RABELAIS wrote to-day, he would be JAILED at short notice
Just as there are some "bad books" masquerading under the name "classic," there are some very indifferent CIGARS "MASQUERADING" under the name "Imported"
A COMPARISON OF THE DAVIS "NOBLEMEN" CIGAR, 2 for a quarter, with the so-call'ed high-grade "imported" will show in favor of the
"NOBLEMEN"
The "NOBLEMEN" is made from the "CREAM" of the CUBAN CROP by picked CUBAN CIGAR MAKERS, and is guaranteed by a firm whose goods have been
Famous for Over 50 Years.
There may be "Bad" Shakespeare and "Worse" RABELAIS, but ALL "NOBLEMEN" CIGARS ARE GOOD.
"NOBLEMEN" Size, 2 for a quarter.
"PANETELAS" Size, 100 straight.
CONCHA FINA" Size, 3 for 25c.
S. DAVIS & SONS, Limited, Montreal
Makers of the Famous
"PERFECTION" 10c Cigar.

The "Ifs" are too prominent. Reasons for "Noblemen" superiority wanted

and yet they are the most human humans in the selling business.

Coming in contact as they do with the same set of people day in and day out, learning their foibles and fancies, they have their finger constantly upon the pulse of pub-

The Montreal Daily Star.

TWENTY-FOUR PAGES — MONTREAL, SATURDAY, JULY 25, 1903 — TWENTY-FOUR PAGES — PRICE ONE CENT

ENGLISH OPINION

SENT ANIMALS BACK.

RAILWAY CHANGES.

THE ST. LOUIS C.

COMING TO MONTREAL.

FRENCH SHORE DISPUTE.

SENATE INCENSOLL

Weekly Star.

Family Herald

Practical Agriculturist and Popular Magazine.

MONTREAL—WEDNESDAY—DECEMBER 6—1905

PRICE $1.00 A YEAR

RILLING LETTERS FROM THE FIRING LINE.

WITH THE NATAL ARMY.

Interesting Letter From a Canadian Officer. Lieut. Levy of the Dublin Fusiliers.

IT ON THE BATTLEFIELD OF ELANDSLAAGTE

Touching Story of Courage and Humanity

INVINCIBLE CHARGE OF THE BRITISH INFANTRY

How the Elandslaagte Heights Were Won.

FIRST SELECTED

¶ Such is the **known value** of "Canada's Greatest Newspapers" that no wise advertiser would attempt to conduct an extensive advertising campaign in the Canadian field without the aid of either or both of the above mediums. They are first selected and first in results.

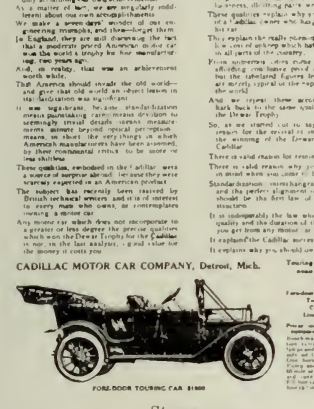
¶ *The Montreal Daily Star* and *The Family Herald and Weekly Star* have a combined circulation of over **208,000,** representing over **1,000,000** readers — nearly **one-fifth** of Canada's population— and are used year in and year out by the leading advertisers of Great Britain, the United States and Canada with profitable results. For rates and other particulars address

Advertising Manager - - - Star Building

Montreal - Canada

lic opinion within their locality. They not only *know* what the people want, but are, at least in a measure, in position to dictate it.

If they set their minds and hearts

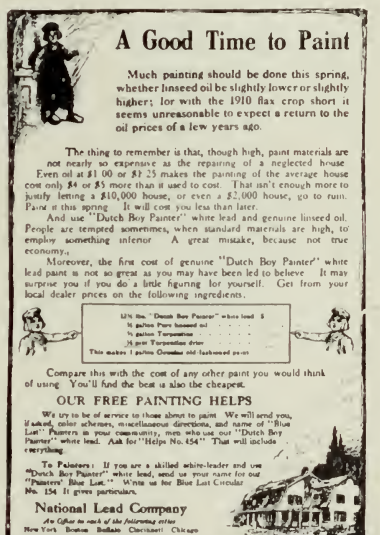


Strong copy

against an article, no matter how strongly it may be advertised, no matter how greatly the manufacturer *thinks* the people want it, no matter how seriously the *people* think they think they want it, persuasion to the contrary on the part of an irate or irritated dealer will invariably swing the tide of public opinion in favor of a similar article which has been placed with him in a more pleasant manner. Coercion may force a limited number of articles *on* to a dealer's shelf, but it can't force them *off again*. Goods so placed are *shelved* in the most literal sense of the word.

One illustrative instance of how the dealer not only resents but *fights* coercive advertising which refuses to take his personality into account, and overlooks the interests of his business, was shown not much over a year ago in the case of a prominent Hoosier coffee and packing house. This company put on the market a widely advertised brand of package coffee which originally was easily placed with the dealers.

The coffee firm decided, however, that sales were not booming properly, and attempted to force


A Good Time to Paint
Much painting should be done this spring, whether linseed oil be slightly lower or slightly higher; for with the 1910 flax crop short it seems unreasonable to expect a return to the oil prices of a few years ago.
The thing to remember is that, though high, paint materials are not nearly so expensive as the repairing of a neglected house
Even oil at $1 00 or $1 25 makes the painting of the average house cost only $4 or $5 more than it used to cost. That isn't enough more to justify letting a $10,000 house, or even a $2,000 house, go to ruin. Paint it this spring. It will cost you less than later.
And use "Dutch Boy Painter" white lead and genuine linseed oil. People are tempted sometimes, when standard materials are high, to employ something inferior. A great mistake, because not true economy.
Moreover, the first cost of genuine "Dutch Boy Painter" white lead paint is not so great as you may have been led to believe. It may surprise you if you do a little figuring for yourself. Get from your local dealer prices on the following ingredients.
Compare this with the cost of any other paint you would think of using. You'll find the best is also the cheapest.
OUR FREE PAINTING HELPS
We try to be of service to those about to paint. We will send you, if asked, color schemes, miscellaneous directions, and name of "Blue List" Painters in your community, men who use our "Dutch Boy Painter" white lead. Ask for "Helps No. 154." That will include everything.
To Painters: If you are a skilled white-leader and use "Dutch Boy Painter" white lead, send us your name for our "Painters' Blue List." Write us for Blue List Circular No. 154. It gives particulars.
National Lead Company

Canadian manufacturers should get busy. The Dutch boy always talks sense

them through what is sometimes termed "slap bang" methods. Expensive newspaper and car space was filled with arguments which should have been convincing. They

507 Circulation Solicitors

are at present building up circulation for the *Maclean Publications* in every corner of Canada.

This great army of salesmen is directed by a salaried staff of experienced subscription-getters. Naturally the result of such

Continuously Active

circulation campaigning is to make the *Maclean Publications* unusually good advertising mediums.

Our aim is to produce publications that fill distinctly defined fields and to make them so authoritative, so readable, so *necessary* that the work of getting subscriptions often involves little more than the presentation of a sample copy for the prospect's examination.

The intrinsic merit of the *Maclean Publications*, coupled with our never-ceasing activity in circulation building, give the *Maclean Publications* unique value as advertising mediums.

T H E

Maclean Publishing Co., Limited

Office of Publications, 143 UNIVERSITY AVE., TORONTO

Offices in Montreal, Winnipeg, Vancouver, London, Eng., New York and Chicago

PUBLISHERS OF

Canadian Grocer--Hardware and Metal--Dry Goods Review
Printer and Publisher — Canadian Millinery Review
Bookseller and Stationer--Plumber and Steamfitter
Busy Man's Magazine—Canadian Machinery—Power
House — Farmer's Magazine — The Financial Post

showed a store cat slumbering in the open coffee bin, and pointed out the disease-breeding qualities of bulk coffee as handled in the old

Very attractive

days of dusty counters and dirty stores.

The arguments in favor of clean package coffee were certainly effective and would have sold an unlimited amount of goods had the dealer been taken into consideration.

Unfortunately the coffee people forgot that a large percentage of the coffee sales made by the very dealers handling their brand were made from the open bin, and that the cat-in-the-coffee-bin argument reflected directly upon the character and methods of the very man upon whom the company was relying for its sales.

That the dealers resented the campaign was to be expected; that they *did* resent it is history. Organized grocers officially protested through their secretaries and trade papers, delegations called upon the manufacturers asking that the objectionable advertising be removed. Unfortunately they were met with sneers, were told that they would *have* to carry the coffee whether they *liked* it or *not*—the public wanted it, and the company did not intend to have its advertising policy dictated by the retailers.

As a result the dealers threatened to throw the coffee out of their stores without even attempting to sell the stock that they had on hand, and advised the packers that unless the objectionable advertising was removed not a package or a grain of the "cat-in-the-coffee-

Headliner Now on Orpheum Circuit

TO OPEN ON UNITED TIME AT KEITH'S, PHILADELPHIA, JANUARY 16th.

Can't lose Old Dutch Cleanser

bin" coffee, as it came to be known, would be sold.

Naturally the objectionable advertising was speedily withdrawn.

WESTERN HOME MONTHLY

WINNIPEG - MANITOBA

CHANGE OF RATES

On and after December 1st, 1910, and until further advised, *Western Home Monthly* Advertising will be governed by the following tariff:

One thousand lines and over (to be used within one year), fifteen cents per line.

Less space, seventeen cents per line.

Special position, twenty-five per cent. extra.

CIRCULATION GUARANTEED IN EXCESS OF 38,000

The Home Publishing Co.

Publishers - - Winnipeg

It may be that dealers are selling some of the goods now, but you don't see shelves superlatively stocked with it, although other

A good argument

brands of package coffee are selling merrily.

Another case of dealer coercion which has to an extent missed fire is the present campaign in favor of a patented coat collar which turns down in warm weather and up in cold. In itself it is not saleable, but its use is licensed to clothing manufacturers who pay a royalty for the privilege of using it in their product.

Undoubtedly this tailoring feature has its good points, but naturally *all* clothing manufacturers do not care to use it. To force sales the owners of these patents have not only taken liberal magazine space, but have furnished retailers, who sell garments in which the collar appears, with a battery of selling helps, cuts, copy for newspaper advertising, window cards, etc. So far, all well and good, but by bombarding dealers with literature concerning these helps they have tried to "put the screws" on the manufacturers who do not make coats with their collar.

They have said—"Write your house and *make* it give you our collars." They are fighting in an attempt to kill off the sales of the retailer who doesn't handle coats in which the collar is incorporated and through him to subdue the manufacturer who doesn't put them in his garments.

The result has been that certain manufacturers have written their

Real advertising

own dealers that they not only do not put this collar in their coats, but that they will not—going so far as to state that it is a "freak"

and only used in poor garments, which cannot be sold without such out-of-the-ordinary features as patent collars, peculiar button-effects, eccentric pocket flaps, etc., which arguments invariably contain an innuendo to the effect that as these latter things are *passe* and in poor taste, so is this collar.

While it is true that the collar has had some vogue, and will continue to have it, the effect of the coercive feature of the campaign is evident in the afore-mentioned attitude on the part of manufacturers who refuse to use the collar feature in their clothes.

The local dealer who has done business for years with the manufacturer and *respects* his *opinions* as he does his *merchandise*, but who *doesn't know* the collar people, takes his *manufacturer's* view of the situation, and sells goods *without* this patent collar. There is no doubt that if this undiplomatic feature of the campaign now being conducted by this company were removed, their royalties would increase and the number of garments manufactured in which their patent is used would be considerably greater. The attitude of the owners of the patent makes difficult the attainment of their dream that "eventually every outer garment will be a ——."

In practically every known instance where coercion has been used as a lever to place goods with retailers, it has either entirely killed or partially crippled dealer campaigns. More instances could be cited but, after all, the manufacturer who applies reason to the mapping out of this campaign does not need them. Dealers will handle any goods which they believe it to their interest to handle. They do not want to be *bullied* into doing it, but will gladly be brought into handling an article if they are shown wherein it is to their benefit to do so.

Who Knocks Louder at Your Door?
The Rent Collector or Opportunity?
There are two unfailing visitors at the door of every married man who rents a house—the RENT COLLECTOR and OPPORTUNITY. This is a wise balance, else the spirit of the renter would be heavy. The RENT COLLECTOR knocks regularly once a month. OPPORTUNITY has the sad reputation of knocking but once in a lifetime. However, there is satisfaction in learning that the ROBINS OPPORTUNITY not only knocks at your door often, but offers to furnish the door.
Just at present the ROBINS OPPORTUNITY is busy rapping at the rented doors, and pointing to beautiful, large and healthful homesites in
PARKVIEW
the attractive North Toronto home property, that offers the highest class home locations for the extremely low prices of from $17 to $20 per foot, and on easy terms.
Parkview is on Lawrence avenue, one minute west of the North Yonge street cars, only 30-minutes' car ride to the city centre. The location is 500 feet above lake laval, and from every vantage point there is a grand view of the city and surrounding country. Building restrictions of $2,500 guarantee the best class of homes. Pure spring water may be obtained on the property. Here are grand possibilities in health and comfort for any city dweller, and especially if he pays high rent for cramped city quarters.
Open the door for opportunity to-day. Get complete information and arrange for a motor trip over this property by communicating with the Head Office at 22 Adelaide street east, or the North Toronto Office at Glen Grove and North Yonge Street. 'Phone Main 7171, or North 5432.
ROBINS, LIMITED

Good realty advertising

The manufacturer who sends his dealers a budget of selling helps, who shows him how to figure profits on his article and how to turn over his stock rapidly, has the dealer back of him and with him.

He knows the store problems of his dealers and helps to solve them. He makes his advertising *accord*

with the needs of his retailers. He makes his magazines work *with* them, not *at* them. He secures the *good-will* of the merchant first, and the good coin of the multitude next. He doesn't let the *first* order bother him so much as the *reorder*.

He wants *quick* sales, it is true, but he also wants *sure* sales and *more* sales.

Realizing that the success of his product lies in the good-will of his dealers he makes them his *selling* channel and keeps the coast clear of the snags of sullen discontent by helping his dealer sell *his* goods and all *goods*.

In the success of the seller lies the success of the sold. It may take a *little longer* to make a big sales-showing this way, but it also makes a big sales-showing that lasts a *lot* longer.

Forced sales are invariably mushroom sales, a fungus growth in the field of merchandise. Co-operative sales on articles placed with pleased dealers are as a healthy tree which, with careful pruning and watching, continues to flourish and to grow from year to year with increasing satisfaction to those dealers who have gathered beneath its branches.

* * *

The business man who expects to succeed without advertising is just foolish enough to expect good skating in the next world.

Opportunity comes to a man once in a lifetime, but there is no limit to the number of visits a man can make to opportunity.

And still some men complain of getting too much advertising.

Believe me when I tell you that thrift of time will repay you in afterlife with a usury of profit beyond your most sanguine dreams, and that the waste of it will make you dwindle, alike in intellectual and in moral stature, beyond your darkest reckonings.—*William E. Gladstone.*

Objects close to the eye shut out much larger objects on the horizon; and splendors born only of the earth eclipse the stars. So a man sometimes covers up the entire disk of eternity with a dollar, and quenches transcendent glories with a little shining dust.—*Chapin.*

Some salesmen worry for fear advertising will take away their jobs. As a matter of fact it doubles their efficiency.

Don't betray the advertising man by asking him to create a market for inferior goods.

A good ad. makes the same impression as a pretty face does on a bachelor—once seen, always wanted.

Criticism is good—if there is reasonable evidence that it will help the cause—otherwise it is useless.

Man wants but little here below, but he'll have to advertise if he expects to get it.

If you make a "hit" with an ad., you're sure of a "home run."

The ad's the daisy by which the coy business man tells his fortune.

Dishonesty in advertising, like bigamy, is its own punishment.

Allow for parental prejudice in criticizing your own "copy."

PRACTICAL CAR-CARD SUGGESTIONS

Ways of Getting Contrasts—Giving Copy a Square Deal on Car Cards—Securing Position Contrast—From Address before Adcraft Club, Detroit—By D. H. Bower—From Printer's Ink.

Many excellent cards can be prepared without using cuts or illustrations, but depending solely upon the contrasts in display, text matter, and different colored inks, such cards being comparatively inexpensive.

A good street car card

Another style of card which is very effective is produced by cutting the design and letters in basswood blocks, and then printing the blocks on white cardboard, with different colored inks, producing a poster effect which is very novel and striking; such cards can be printed at a very slightly increased cost over a type card and the cost of cutting the wood blocks is very reasonable. Examples of such cards are shown in the cards of the Edison Illuminating Company, Bush & Lane Piano Company, and R. H. Fyfe & Co.

The next style of card is the card in which the advertiser depends upon illustrations to attract and interest the reader; such cards can cost much or little, depending largely upon the amount of detail in the drawings, and the number of plates used.

The more artistic the card, the more care should be exercised to prevent the blending of colors to the detriment of the strength of the message sought to be conveyed.

Many a card which has been pronounced a beautiful example of artistic work, has been found wanting in strength, from an advertising standpoint, when weighed in the balance of public display.

All cards in the street cars are of a standard size—11 x 21 inches—permitting no one advertiser using bigger space than another. This makes it imperative for the advertiser to use every endeavor to make his card dominate every

other card in the car where it may be placed, which can be accomplished solely by means of better artistic or typographical arrangement of the matter upon the card, or by more striking color effects. In order to do this, a careful study of the conditions under which the card is displayed should be made, and the following points should be considered: In the first place, the card is generally read at a distance of from eight to ten feet, consequently the reading matter on the card should be set in a size of type that can be easily read at this distance; therefore it is not advisable to use anything smaller than 36 point, and larger sizes are preferable. In the second place, the card is not always read directly in front of the reader, but at an angle, in order to achieve best results. Under this condition the lines of type should not be too close together, thereby avoiding any appearance of crowding, and the style of type used should be bold face letters, like Cheltenham bold, Roycroft, Post or a medium Gothic, in all instances giving plenty of white space, the effectiveness of a display line often being enhanced by judicious letter spacing. In the third place, care should be taken to tell your story in a terse, concise manner, with every superfluous word eliminated, and text so arranged as to place the principal display lines on the lower half of the card as far as possible.

It is my firm belief and conviction that many an advertising manager would use street car advertising were it not for the fact that he realizes that he is not familiar enough with the preparation of copy for this specific purpose, and the decision on the part of his firm to use the cars in their campaign would bring him face to face with this copy problem, and he fears that a confession of such lack of knowledge on his part might subject him to criticism on the part of his employer. For his encouragement, let me state that many of the most successful campaigns in the street cars have been made by advertising managers who, at the outset, felt keenly this uncertainty.

A better one

* * *

Great salesmen are never spectacular. They simply say the right thing at the right time and then stop.

SHERBROOKE CITY AND THE EASTERN TOWNSHIPS

Some Interesting and Informing Facts about Sherbrooke and the Eastern Townships. An article which National Advertisers may read with profit.—By V. E. Morrill.

The Eastern Townships of Quebec is a distinct and clearly defined territory on the map of Canada. To the south and east are the States of Vermont, New Hampshire and Maine. To the west the Richelieu River. To the north and northeast the solid French-Canadian counties of the province where the parish system exists as distinguished from the townships system which prevails in the English counties comprising the Eastern Townships.

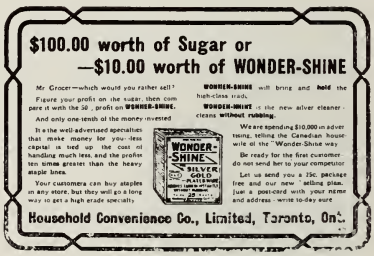
These counties are shown on the accompanying map, namely Sherbrooke, Stanstead, Compton, Brome, Missisquoi, Shefford, Richmond, Wolfe, Megantic, Drummond and Arthabaska. The last-mentioned county, as well as a large portion of Drummond, though nominally included in the English Townships, are, and have always been, largely of French-Canadian settlement.

A WORD OF HISTORY

The Eastern Townships settlement began in the early part of the last century, the pioneers being United Empire Loyalists and others from the American States, and discharged British soldiers from the Napoleonic wars. They were a sturdy lot and carved their homes from the primeval forests. The soil was rich and a farming community was developed as prosperous as any in Canada. Manufactures were established, villages and towns sprang up. Sherbrooke, the natural "Hub" of the territory, grew to the standing of a city.

THE SITUATION TO-DAY

The Eastern Townships to-day is rightfully known as the "Garden of the Province," and may be compared with the most prosperous rural sections of Ontario. Dairy products have been estimated at $6,000,000 annually and maple sugar products at $1,000,000 annually. Mixed farming, with dairying and maple sugar making as special features, prevails throughout the farming section. There is never a failure of crops in the Eastern Townships, as the land is well watered and naturally productive. The crops last year were the best for a number of years and an extra degree of prosperity is now prevailing.

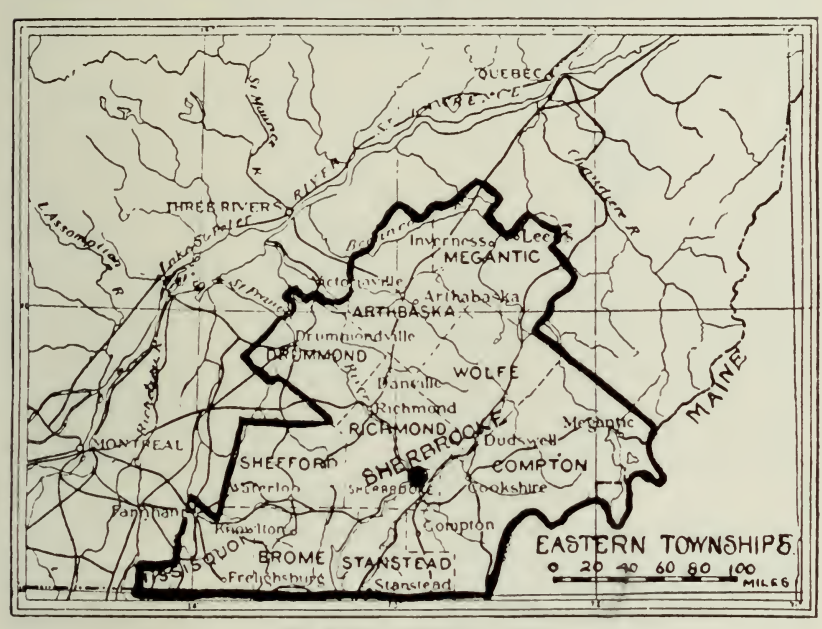

$100.00 worth of Sugar or
—$10.00 worth of WONDER-SHINE
Mr. Grocer—which would you rather sell?
Figure your profit on the sugar, then compare it with the 50 profit on WONDER-SHINE.
And only one-tenth of the money invested.
It is the well-advertised specialties that make money for you—less capital is tied up, the cost of handling much less, and the profits ten times greater than the heavy staple lines.
Your customers can buy staples at any store, but they will go a long way to get a high grade specialty.
WONDER-SHINE will bring and hold the high-class trade.
WONDER-SHINE is the new silver cleaner cleans without rubbing.
We are spending $10,000 in advertising, telling the Canadian house wife of the "Wonder-Shine way.
Be ready for the first customer—do not send her to your competitor.
Let us send you a 25c. package free and our new selling plan. Just a post-card with your name and address—write to-day sure.
WONDER-SHINE
SILVER
GOLD
PLATED WARE
Household Convenience Co., Limited, Toronto, Ont.

A good trade ad.

THE CITY OF SHERBROOKE

At the junction of the Magog and St. Francis Rivers is the City of Sherbrooke. The population has passed the 17,000 mark and, including the suburban village of Lennoxville, where is located the University of Bishops' College, is 18,300. Sherbrooke is the commercial, industrial and educational metropolis of the Eastern Townships, and there is a good deal to substantiate the claim that it is the most progressive small city in Eastern Canada. The population has increased 46% and property values have advanced 50% in ten years. Citizens have just subscribed a fund of $3,500 a year for five years, to prosecute a campaign for a greater and improved city, which has been undertaken by the Board of Trade. 25,000 population by 1915 is the goal.

Sherbrooke has been termed the "Hamilton of Quebec." Its industries include iron, woollen, scale, carpet, bedstead, jewellery and many other manufactures. Sherbrooke claims to be able to offer to industries the cheapest power of any city in Canada. 8,000 horsepower are developed within the city limits, the Magog River having a fall of over 100 feet within the city. The Sherbrooke Railway and Power Company have just completed in the heart of the city a modern plant to develop 3,500 h.p., and the total expenditure of this company in power development and street railway extension will amount



Map, Eastern Townships of Quebec

The average Daily circulation of

"La Patrie"

for the twelve months of year 1910 was as follows:

January	was	of	**43,441**	daily
February	"	"	**43,270**	"
March	"	"	**43,399**	"
April	"	"	**44,343**	"
May	"	"	**43,685**	"
June	"	"	**44,273**	"
July	"	"	**44,619**	"
August	"	"	**43,928**	"
September	"	"	**46,362**	"
October	"	"	**45,736**	"
November	"	"	**46,405**	"
December	"	"	**47,544**	"

The above figures show the increase from January 1st to December 31st, 1910.

And **57,075** was the average circulation on Saturday from January 1st to December 31st, 1910.

The above statement is sworn to be correct by five prominent members of our staff.

"La Patrie's" circulation was also investigated by N. W. Ayer & Son, of Philadelphia, Pa., and by the Association of American Advertisers.

to some $600,000 by the end of 1911. Within 20 miles of Sherbrooke there is over 25,000 h.p. partly developed.

THE TOWNS AND VILLAGES

The Eastern Townships has many towns and villages similar to those that dot the map throughout the rural sections of Ontario. Each has its own manufactures and many of them are progressive and growing communities. Among these may be mentioned Co ticook, Stanstead, Rock Island, Magog, Cook shire, Waterville, Lake Megantic, East Angus, Thetford Mines, Black Lake, Richmond, Danville, Windsor Mills, Bromptonville, Knowlton, Sutton, Cowansville, Granby, Farnham, Waterloo, Bedford, Dunham, Stanbridge, etc.

THE INHABITANTS

Now a word relative to the inhabitants of the Eastern Townships. Although this territory was of English settlement, people of other nationalities, particularly French-Canadian, have come in to participate in the development of this section of Canada. The English people of the Eastern Townships will tell you that there are no better people in the world, no better neighbors, than their esteemed fellow-citizens, the French-Canadians of the Eastern Townships, with whom they dwell in perfect peace and harmony. There is one striking distinction between the French-Canadian and the English-Canadian, and this is that the French-Canadian readily acquires a knowledge of English, while the English-Canadian does not seem to exert himself beyond a knowledge of the Anglo-Saxon tongue. The result is that English is almost as much the business language of Sherbrooke and the Eastern Townships as it is of Toronto, the French-Canadian citizens speaking and reading English and using this language constantly in courtesy to their fellow-citizens, who are by nature less gifted as linguists.

Paying store accounts periodically by cheque is safer than paying cash for each purchase. Handling cash is always attended with a certain amount of risk. The use of cheques avoids this and besides puts your home accounts on a business basis.

Open a checking account.

THE TRADERS BANK of CANADA

Capital and Surplus, $6,550,000.

A strong argument in small space

OF INTEREST TO BUSINESS MEN

Sherbrooke City and the Eastern Townships offer trade opportunities for Canadian business houses equal to those of any other section of Canada. In the first place, the

Goes into the Homes

THE "TIMES" Special Canadian Press Wire taps the world's news.

Railway, Ticket and all kinds of Job Printing. We are sure we can please you.

THE "TIMES" is the paper for you to use FOR RESULTS.

The Daily thoroughly covers Hamilton and district and is bright and up-to-date. The Semi-Weekly goes into the homes of the Farmers of Ontario and the North-West.

"TIMES" HAMILTON ONTARIO

Hamilton Newspaper Union List

Comprising 75 FIRST-CLASS Weekly Papers

Sworn Circulation for 1910 - 2,708,388
Weekly Average - 52,084

This List is Used by Many of the Largest Advertisers in the United States and Canada. Enough said.

For Rates, etc., Address

Hamilton Newspaper Union - Hamilton, Can.

Eastern Townships is enjoying good times owing to bountiful harvests and busy industries. In the second place the inhabitants are generally well-to-do and are not only able to

A Sermon On Cleanliness
The woman who is neat in her personal appearance is usually—not always—neat in her home. If her household lacks that "spick and span" touch, it is because she hasn't the knack, or leaves everything to servants.
Let's whisper a secret—the "knack" of keeping home bright, sweet and clean lies in the use of Gold Dust. This wonderful powder does all that soap or any other cleanser does to the cleaning list—and then is just beginning.
Gold Dust cleans everything from cellar to attic—every nook and corner, crack and crevice, dish, cloth or bit of furniture.
Gold Dust works, too, so quickly that you'll be surprised at the time-saving its use represents.
For mercy's sake, don't try to keep house without Gold Dust! You might almost as well try to do without a stove.
Use Gold Dust for washing clothes and dishes, scrubbing floors, cleaning woodwork, linoleum, silverware and canvas, polishing brasswork, cleaning bathroom pipes, refrigerators, etc., softening hard water and making the finest soft soap.
Gold Dust is sold in 5c size and large packages. The large package offers greater economy.
Made by THE N. K. FAIRBANK COMPANY, Montreal
Makers of Fairy Soap (the oval cake)
"Let the GOLD DUST Twins do your work"

Attractive advertising

afford the necessities of life, but many of the luxuries as well. Many business houses have established branches in Sherbrooke, the commercial metropolis, from which the whole surrounding territory of the Eastern Townships may be most conveniently reached.

The Sherbrooke papers reach all parts of the Eastern Townships promptly on the afternoon of publication, and are used by all general advertisers doing business in the Townships. The Sherbrooke Daily Record, established 15 years ago, has a circulation of over 9,500 daily, and *La Tribune* (published in the French, language) established last spring, is also meeting with success.

A chicken cackles when she lays a good egg, but that's nothing to what an advertiser does when he lays out a good ad.

The honest man has never been found—but most of us feel that we have been very clever in avoiding discovery.

Good advertising is like an open-work stocking—a little showing and a big appeal to the imagination.

A clever advertisement is like "a frog in your throat"—it tickles you and makes you "cough up."

When a man is successful, the quality through which he "stuck" is always called his "luck."

A man can get along without his neighbor's approval, but not without his own.

Life's an elevator, and it sometimes drops with its load.

Like chickens, advertisers must scratch for a living.

Never let conscience prick twice in the same place.

GOLDIES
A correct blend of Ontario and Manitoba wheats—a perfect family flour. Try STAR for pastry, cakes and bread. Now in this city. Selling fast. You will like STAR—
Just because
STAR FLOUR
Canadian Cereal & Milling Co. Limited Toronto, Ontario.

"Just because" may appeal to a woman

A little free advertising often costs much in the end.

Some ads. are as useless as cancelled postage stamps.

The oldest newspaper in Canada is "The Gazette"—Established 1778

The Gazette

MONTREAL

The only English morning daily in Montreal is "THE GAZETTE."

Lithographed by

THE HOUGH LITHOGRAPHING CO.

LIMITED

PRONOUNCED

"HUFF"

96-104 Spadina Ave., Toronto

ALEXANDER MACPHERSON, President

THE

CALGARY HERALD

Covers this field like a blanket

Circulation 11,500 Daily

The great Middle West is the best buying field in Canada. NOW is the time to break into it,—not next year. Alberta farmers have more money to spend this year than ever before.
The leading advertising agencies in the East can quote you rates for a campaign that will cover this prosperous country, and can tell you about The Herald. "You can't begin to cover Alberta without The Herald."

The Herald Publishing Company Limited

DAILY CALGARY, ALBERTA WEEKLY

The Morning, Evening and Weekly

LEADERS

THE GREATEST PUBLICATIONS in SASKATCHEWAN

The Leader, with Three Publications, offers the advertiser the largest paid circulation, by Thousands, than all other Regina papers combined. In 1910 The Leader carried more paid advertising than all the other Regina papers combined. There are many reasons for this, but only one great one.

ADVERTISERS GET RESULTS

MORNING AND EVENING CIRCULATION (Combined) 8,000 WEEKLY 8,500

Advertising Rates, etc., on Application

The LEADER PUBLISHING CO., Ltd.

REGINA, SASK.

The Cream of Canada

Reads Canada Monthly

(Formerly Canada-West)

Because it is the livest and best magazine in the Dominion.

Because the men whose stuff has red blood in it—who command their audiences—who have something to say and know how to say it—who make you sit up and think—are writing for us.

Because the best of the American writers, the best of the Canadian writers, the strongest illustrations, the most striking covers, the livest issues, the truest Canadian spirit, are what Canada Monthly stands for, from Prince Rupert to Belle Isle.

And

Because the best people read the best magazine.

Because you want their business—the best business—

Because if you advertise in Canada Monthly you reach the right folks.

Write us To-day

VANDERHOOF-GUNN CO., Limited
Silvester-Willson Bldg., Winnipeg, Man.
68 Victoria Street, Toronto, Ontario

THE EDMONTON JOURNAL

The Journal carries more local, classified and foreign advertising than any other paper in Edmonton and at a higher rate.

MORNING
EVENING
WEEKLY

The Journal is read thoroughly because it is complete in daily news and special features. :: ::

The Journal publishes each month a detailed, sworn statement of a circulation greater than that claimed by any other Edmonton paper and endorsed by the Association of American Advertisers of New York.

M. R. JENNINGS - Editor and Managing Director
J. MacLAREN - - - Advertising Manager

CITY ADVERTISING

An article that should be considered by every Board of Trade in Canada—The Difference between Booms and Real City Advertising—Canadian Cities slow and shortsighted in this respect—By the Editor of The Commercial Union.

How to successfully advertise the municipality is a question that is puzzling many keen advertising men at the present time. "Booms" are being launched in almost every town and hamlet in the country. The vast majority of these will go the way of all "booms." They will inflate realty values, make a few rich and the many poor.

Oddly enough, those cities having the least to offer are clamoring loudest for attention. Perhaps this is as it should be, but the fact remains that the Middle West has a number of towns whose geographical location and natural advantage make them ideal spots for the economical manufacturer. Peoria, for instance, with the coal beds at its very door, a direct water channel to the entire Mississippi valley, and a wage scale low enough to invite the attention of all manufacturing plants, is doing little, if anything, to reach the discontented capitalist.

Very few municipal campaigns show any real effort or initiative beyond two or three enthusiastic gatherings, much talk and committee appointments. That the problem has a simple solution in merely following the lines of successful business, has occurred to only two or three of the several hundred towns now engrossed with visions of future bigness. The most striking of these is the Des Moines campaign, and it is unusual only by reason of its success and the fact that it was planned and handled by business men in a businesslike way.

An appropriation was made. Two excellent magazines were used. Every advertisement had a coupon attached with the usual request to forward it for further information. After all, the real success lay in the fact that these inquiries were looked upon as the business advertiser regards returned coupons—as possibilities that could be landed only by an intelligent follow-up with personal solicitation and printed matter. The prospect was not buried under tons of booklets, folders, letters, etc. A competent man was sent to visit him, to assist in solving his particular problems.

Therein is the secret of municipal advertising. A certain, definite appropriation, the use of newspapers and magazines, and, above all, a real, live, hustling "follow-up" in person.

* * *

The way to pave the way is to save the pay.

Saving has been the saving of many a man.

THE SPECTATOR

HAMILTON : : : CANADA

The GUARANTEED and SWORN to net average circulation of the Daily Spectator for 1910 is..... **17,000**

SWORN CIRCULATION OF TWICE-A-WEEK IS **7,035**

The Spectator is the ONLY Hamilton paper that issues a guaranteed and sworn statement of circulation—and whose circulation records are open to advertisers for verification.

To Newspaper Publishers

I have for sale very cheap a double-cylinder Taylor newspaper press, capacity 3,000 copies of 6 or 7 column 8 page paper, printed on one side, per hour; also an 8 h.p. direct current motor with controllers down to 50 per cent. of speed capacity, directly attached to press; and a Brown folder only a few years in use.

The entire outfit will be sold cheap. Cause of selling, installation of a Duplex press. No reasonable offer refused. It will pay any publisher with a circulation over 2,000 to have this press, as it does excellent work.

W. M. O'BEIRNE, Prop.

THE "BEACON" STRATFORD, ONT.

Oracle on the Future Copywriter

By

Prof. Charles Sherwood Ricker

Head of the Department of Psychology, Harvard

In a few years psychologists will reduce to an exact science the method of composing advertisements so as to obtain answers.

Every "ad" makes a certain impression upon the mind.

The will power is swayed by these impressions, forcing the reader to write an answer.

Persons will be selected at Harvard from all walks of life.

They will be studied with the use of different kinds of advertisements.

The psychology department also will investigate the proper newspapers and magazines in which to place advertisements.

QUALITY COUNTS

IF THERE IS ONE PAPER IN THE GREAT WEST
THAT SPECIALLY APPEALS TO THE READING PUBLIC

It's The Tribune

DAILY—AND FARMERS' WEEKLY

They have been in the field for 22 years and enter thousands of homes where no other paper is taken. You can't cover the Western Field without The Tribune.

WINDSOR

Is growing faster than any small city in the Dominion.

INCREASE LAST YEAR
1,400 Population, $1,000,000 in Assessment.

SECURE THE TRADE
Of this coming large city through the only effective advertising medium

The
Evening Record

The Standard

St. Catharines - Ontario

Sworn Average Net Circulation for the year ending December 31st, 1909, was 4,356 copies daily.

Covers St. Catharines, Merritton, Thorold, Port Dalhousie and Niagara-on-the-Lake thoroughly.

Best Associated Press and Canadian Telegraph Service of any paper in the smaller cities.

The Standard "looks after" advertisers' interests in St. Catharines so that they get results.

Be sure The Standard is on your list when making up your advertising appropriation.

PERSONAL NOTES

Mr. W. L. Edmonds has severed his connection with the MacLean Publishing Co. for the purpose of founding a new publishing concern, cooperating with Mr. D. O. McKinnon—the publisher of several well-known trade journals. Mr. Edmonds has been actively identified with the MacLean Company for over eighteen years. For the last ten he has occupied the position of general manager of the company, and is well and favorably known from coast to coast as an able journalist and far-seeing business man. The new company will be known as the Canadian Merchant Publishing Company, and will shortly publish several new magazines. The *Merchants' Magazine* will be published in a few weeks. The new periodical will have a guaranteed distribution of 2,000, concentrated largely in Ontario.

* * *

The Hugh C. MacLean Publishing Co., Ltd., has moved from Confederation Life Building, Toronto, to the Nicholson Building, King St. West, Toronto. The company's rapid development compelled the move. The firm occupies the entire top floor of the new building, but even this space is too small to accommodate the entire staff. We understand that Mr. H. C. MacLean has already secured possession of the half of the second top floor of the building also.

* * *

Mr. J. Townsend, lately of the *Montreal Star* staff in Toronto, has joined the staff of the MacLean Publishing Co., Ltd. Mr. Townsend is stationed in Montreal as eastern representative of MacLean's Magazine (*Busy Man's*).

* * *

Mr. C. A. Smith has succeeded the late Mr. Taylor as general manager of the Frederick Stearns Co., Windsor, Ont. Mr. Smith has been advertising manager of the company for some years, and his thorough knowledge of the policies of the late manager assure success in his new position.

Mr. C. A. Smith, General Manager, Frederick Stearns & Co., Windsor

* * *

Change your ad. oftener than your habits.

* * *

Sometimes "proof" is no proof at all.

SHERBROOKE DAILY RECORD

How We Cover the Field

Sherbrooke	2,452
Compton	1,503
Stanstead	1,321
Richmond and Wolfe	933
Brome	753
Missisquoi	679
Shefford	459
Megantic	205
Drummond and Arthabaska	179
	8,484
Elsewhere Quebec	335
Elsewhere Canada	269
United States	471
Foreign	3

Total - 9,562

Include the Sherbrooke Record in Your List.

SHERBROOKE RECORD CO.
SHERBROOKE
QUEBEC - - CANADA

See article on Sherbrooke and Eastern Townships in this issue.

How to Get Results in B. C.

¶ The Nicola Valley Coal and Coke Co. derived twice the results from its advertising in the SATURDAY SUNSET that it got from all the dailies of Vancouver put together.

¶ That was when the SATURDAY SUNSET was in its first year.

¶ The reason is that the SATURDAY SUNSET circulates among the people who have the price—the power to buy.

¶ It is read in every city, town and camp in B.C. It is firmly established because it is independent, fearless and Western.

¶ It is the best medium in B.C., but it won't publish all kinds of advertising. That helps the advertiser who has good goods to sell.

The Saturday Sunset

Vancouver, B.C.

STRAIGHT TALKS ON REAL ADVERTISING

Subject—THE ACTUAL VALUE OF WHITE SPACE

Five hundred acres of the best wheat land in all Canada would not yield a dollar on the investment without cultivation.

Haphazard farming might yield profit enough to cover its cost.

Scientific cultivation would increase the value of the property a hundred fold and pay handsome dividends on the investment.

Are YOU aware of the fact that space buying is not advertising?

Publishers give quantity or quality—*reputable publishers give both*—when it comes to buying circulation.

But—space in itself is worthless. It is like an idle five hundred acre farm.

It's the stuff you put into the space you buy that counts.

A plain, forceful and convincing presentation of your best selling arguments is the beginning of advertising wisdom.

The value of white space depends *much* on circulation—*more* on quality and *most on the effectiveness of your copy.*

Let us tell you exactly what we have done for others and what we can do for you.

Write to-day for full particulars of a modern and profitable advertising service. It certainly will pay you to know.

WOODS-NORRIS LIMITED

MAIL BUILDING TORONTO, CANADA

The Globe
TORONTO

Off to a Good Start

The advertising columns of The Globe for January, 1911, show the healthy increase of 194¾ columns over the record of January, 1910—and January, 1910, was a big month, having shown an increase of 321 columns over January, 1909.

The Globe's prosperity is not confined entirely to its advertising. The circulation shows an increase of over 5,000 copies per day during the past six months.

Remarkable Results

It will be generally admitted that electric motor cars are not the easiest article of commerce to sell directly through advertising, but Mr. Eugene Creed, Sales Manager of the Toronto Electric Light Co., Limited, informs The Globe that as a result of a 400-line advertisement in The Globe he had six inquiries, and of these he knows of two purchases aggregating in value over six thousand dollars. In Mr. Creed's own words, "The Globe's circulation represents one hundred per cent. of buying power."

CANADA'S
NATIONAL
NEWSPAPER.

MARCH — 1911

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING - - TORONTO, CANADA

The Toronto Daily Star

Will Tell Your Story in 72,000 Homes Every Evening

February Circulation

I, William Argue, Circulation Manager of THE TORONTO DAILY STAR, do solemnly declare that the following statement shows the net circulation of THE STAR for each day in the month of February, 1911:

Feb. 1	72,067	Feb. 16	72,893
Feb. 2	71,677	Feb. 17	72,230
Feb. 3	71,717	Feb. 18	75,581
Feb. 4	75,187	Feb. 19	Sunday
Feb. 5	Sunday	Feb. 20	72,593
Feb. 6	69,337	Feb. 21	72,539
Feb. 7	72,123	Feb. 22	73,111
Feb. 8	72,758	Feb. 23	72,738
Feb. 9	72,516	Feb. 24	72,063
Feb. 10	71,931	Feb. 25	75,178
Feb. 11	74,981	Feb. 26	Sunday
Feb. 12	Sunday	Feb. 27	72,637
Feb. 13	72,063	Feb. 28	72,181
Feb. 14	70,914		
Feb. 15	72,479	Total	1,743,494

Net Daily Average 72,645

Further, that THE STAR'S circulation figures are net; all damaged, sample and return copies have been omitted.

And I make this declaration conscientiously believing it to be true, and knowing it to be of the same force and effect as if made under oath by virtue of the Canada Evidence Act.

Declared before me at the City of Toronto, in the County of York, this 6th day of March, A.D. 1911. } WM. ARGUE

JOHN MITCHELL
A Commissioner in H.C.J.

THE STAR'S SWORN NET CIRCULATION IS

72,493

This is practically 20,000 more net circulation than any other Toronto paper has. The Star will bring your message into these 72,493 homes every evening when there is time to read the paper and discuss its contents.

The Star has both quality and quantity and you cannot sell in this immense market place unless you advertise in its columns. The Star is selling publicity cheaper than any other paper published in the Dominion of Canada.

The Star Printing & Publishing Co.

LIMITED

18-20 King St. West, Toronto

A Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

T. Johnson Stewart - - - - - - - - - - Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	120.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 4. Toronto, March, 1911. No. 3

Straight Talks

EDUCATING ADREADERS

MR. PUBLISHER! How many of your readers estimate advertising at par value? Your answer to that question largely determines the value of your space. Circulation is valuable. Quality circulation is better. But—wise is the publisher who persistently and diligently educates his readers up to a broad appreciation of the value of advertising. Several months ago Economic Advertising emphasized the necessity of educating adreaders—creating them—and plainly pointed out the duty of publishers in this respect. Perhaps our analysis of the subject was at fault—our reasoning lame. Nevertheless, a few American magazines reprinted the article *in toto*, while several periodicals and newspapers made use of the identical arguments that article contained. But since the whole subject ended in a copious flow of language—that and nothing more—it might be profitable to restate the situation and point out the benefits that would accrue from an active, educational campaign.

Before delving deeply into the subject it might be well for every advertiser and advertising man to make one or two frank admissions. Everybody does not read advertising. You've heard that hoary old chestnut told again and again about the man and the magazine in the train. This peculiar traveller bought a good fifteen-cent magazine. As soon as he had sank into his luxurious Pullman chair, he calmly destroyed the beauty and life of his "Buy" by ripping off

A FREIGHT CAR
EVERY TWENTY MINUTES

THAT is the capacity of the C.P.R. Shops at Montreal and they work full time. The G.T.P. Ry. and the C.N.R. are also heavy buyers of freight cars. Where do all these cars go? The Master Mechanic of the C.P.R. Shops at Montreal said: "We send them West and they never seem to come back."

There is a reason. The growing commerce of the West finds employment for all the cars the East can build. Take the items of coal and grain. Of one variety of coal alone, Pennsylvania, the Railways store a million and a quarter tons at the lake front ports of Fort William and Port Arthur for Western consumption. To transport this coal west requires the services of some 62,000 cars; in the grain season the grain inspections at Winnipeg average 600 cars per day.

These figures of Railway tonnage help to explain what becomes of the freight cars built in the East and they are also a suggestive reminder of the importance of the Western Canadian market to the Eastern Canadian Manufacturer. If you are transacting business with Western Canada and aim to enlarge your output, you are neglecting one of the most potent sales forces if you are not using the advertising columns of the Winnipeg Free Press.

The Canadian Advertising Agencies will be glad to plan your campaign, make a judicious selection of the papers to use, prepare your copy and give expert advice on the best methods of handling your distributing and sales forces in conjunction with your publicity.

Free Press of Winnipeg

EDGAR J. GUY, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

the advertising pages. Plainly speaking, this old chestnut is an antiquated romance, probably evolved by the ranconteur of a big daily newspaper. Yet, as the late Herbert Spencer would have said, "There's a grain of truth here that cannot be overlooked." And the grain of truth in this case is that lots of good citizens do not read advertising. Therefore it is up to us to make all good citizens read advertising.

Another painful admission must be made by all intelligent adwriters, viz.: Sometimes advertising literature is wholly uninteresting, and when it is interesting it is often poor advertising. Quotations from classical Bards, for instance, may be interesting to a certain class of community, *even when wrapped around corsets or cigars*, but one would hardly be logical in calling such effusions good corset or cigar advertising. It requires analytical ability, a broad knowledge of the motives that sway the purchasing public and a decided mastery of plain, terse English to make advertising interesting. Because of these facts it is the plain duty of every publisher to point out the many advantages that the advertiser, voluntary or otherwise, confers on the consumer. In my opinion all publishers could do a good deal towards making their subscribers discriminating adreaders.

* * *

Let's follow the example of most eloquent orators and state the obvious. Advertising particularly affects the Advertiser, the Publisher and the Consumer. Because of advertising the big, influential one cent Daily exists, and good magazines can be bought at less than the cost of production. If the press wields a tremendous influence for good, a vast amount of the credit must be chalked up to hard-headed, far-seeing business men—advertisers—because they have made the press, as we know it, possible. Pause and ponder over that statement for a moment. Without discounting in the least degree other potent forces that make for righteousness and clearly noting the evils of modern publicity, yet, twentieth century advertising is the greatest force for good the world has ever known. *I mean that exactly.* International commerce is blasting away the rocks begotten of narrow patriotism—destroying forever the real cause of war by making the world a huge "Community of Interests." And advertising is the life blood of commerce—the creative spirit of international trade.

Why shouldn't publishers tell the man in the street these truths? Why shouldn't newspapers and magazines enthuse over advertising

The February 9th issue of "Printer's Ink" gave a summary of the advertising (exclusive of Publishers' statements) carried by the leading magazines during January, with these totals:

	Agate Lines
Saturday Evening Post	58,420
Collier's	51,755
Literary Digest	37,400
Canadian Century	35,295
Life	34,680
Outlook	34,024
Town and Country	33,570
Leslie's	19,100

The Canadian Century was seventh the first week in January, three publications that preceded it having special numbers; it was fourth the second week; the third week only "The Saturday Evening Post" carried more advertising; the fourth week The Canadian Century was fourth. *And the Century is only one year old.*

There are several reasons why. Let me tell you.

A. E. DEAN, General Manager
MONTREAL

—send a clarion call around the earth and make it plain to every reader that the Goddess of Publicity leads humanity in the ways of peace.

This is no vain raving—no mere playing to the gallery. I tell you that I believe advertising is the noblest business or profession there is. The advertiser is a public benefactor—he is doing a far more monumental work for humanity than Carnegies who finance their beautiful theories of peace. Advertising is flinging joy into darkened lives—reducing the cost of the world's merchandise—spreading knowledge throughout the earth and making the homes of the lowly sanitary and comfortable. There is no reason why publishers should not elaborate on these facts in their reading pages—no reason why all the people should not be made to fully realize the benefits flowing from advertising.

* * *

Illuminating talks on "The Benefits Flowing from Advertising" would create more and better advertising. Convince the average man and woman that it is always best to buy advertised goods—best for them and best for the world, and the conversion of the manufacturer who does not believe in advertising would be rapid and complete.

* * *

How would this plan work out in actual practice—how would it affect the publisher? It would increase the value of this space a hundred-fold—not at once, but gradually—ultimately. Think of the best advertising medium you know of. Figure out the number of readers who do not read advertising—the number who are merely accidental—perhaps casual adreaders, and you make a decided breach in the circulation statement. Now I am absolutely convinced that every reader of a good advertising medium can be educated into an intelligent—if not enthusiastic adreader. Why not make a serious effort in this direction? It would increase the value of space in the best medium—please the advertiser and benefit the consumer vastly.

Building up the circulation of a big Daily or a Magazine is a costly proposition. Surely it would be sound commercial sense to eliminate waste—to get the utmost value for your money. Take two Dailies published in the same city by way of illustration. Suppose each paper has 25,000 home subscribers. Suppose the average subscriber of both papers has an equal buying capacity. But—*let there be this difference. One publisher has educated his subscribers*

The Vancouver World

The Best Advertising Medium In Western Canada

It's the Paper that Reaches the Masses — the Wage Earners, who are the Greatest Money Spenders—the "World" covers every industry.

THE eyes of the whole manufacturing world are centered on Western Canada—its great resources are being developed—it needs the machinery and other accessories that are required for the upbuilding of a new and great country.

The "Vancouver World" reached the great masses of the people with its many thousand subscribers. The "Vancouver World" is the largest morning and evening paper on the earth. It carries nearly as much paid advertising as the "Chicago Tribune" and "New York Herald" combined:

Total Advertising	**"Vancouver World"**	**10,597,956 Lines**
" "	**"Chicago Tribune"**	**5,735,100 "**
" "	**"New York Herald"**	**5,410,966 "**

Facts like these speak louder than words. Advertise in Western Canada's greatest newspaper and get your share of the great harvest that is being reaped by your competitors.

The World Printing and Publishing Co.

Vancouver, B.C., Canada

Immediate Results are Assured Advertisers in the "World"

into intelligent and discriminating adreaders. The other publisher has never attempted to do so. Which paper would the shrewd advertiser favor? Which would be the better advertising medium? *The paper whose subscribers were trained and discriminating adreaders, of course.* There isn't the shadow of a doubt about that conclusion. It is beside the point to declare that a few publishers are doing their best to educate adreaders. While that is true, it must be apparent to every man interested in the advertising business that much more effective work could and should be done.

* * *

A NATIONAL ADVERTISERS' ASSOCIATION

A National Advertisers' Association is required for the purpose of assisting in carrying out the plan we have discussed above. Like the most of us, some publishers are wonderfully human. All publishers intend to do a marvellous work for the education of adreaders to-morrow; but the eccentricities of a goodly number are akin to the eccentricities of genius. A majority of the things we intend to do are pushed away into the vague future by the amount of work, demanding immediate attention, that keeps piling in day after day. Was it Bill Nye who classified publishers as "Dreamy Cusses"? Well, believe me, the world needs all the dreams of all the dreamers alive, and I think a National Advertisers' Association is required to help us realize our dreams.

I have mentioned the evils of publicity and surely it would be sad and stupid not to face them squarely. As yet we Canadians are not sorely afflicted with them. But the people who are going to annex us (a pathetically absurd dream this) have been sorely afflicted by them. Uncle Sam has more than a few unscrupulous sons, and one or two of them have reduced the promotion of disease to an exact science. The better class of publisher will not accept misleading, harmful or degrading advertising, but too many publishers do. The legitimate advertiser has a right to know the sort of publicity that will be lined up beside his advertising. He may be compelled by inexorable business reasons to advertise in a medium that carries harmful advertising. His individual protest would make no impression. A protest from the censoring committee of a National Advertisers' Association would receive prompt attention. Such an Association would do more to purify advertising than any class of moralists in the country. There's lots of work for an Association of this nature to do, and it should be organized at once.

LARGEST FRENCH WEEKLY PAPER IN CANADA

This is a Special Message

to manufacturers whose sales in the Province of Quebec are not as large as they would like to see them.

Is there any reason why far more of your goods should not be sold to the great French-speaking population of Canada?

Even the comparatively small amount of business that you are doing there now, is profitable. Why then should your sales not grow up to the possibilities of a market of 2,220,000 highly prosperous French speaking people?

There is a demand, here and now, for many times the amount of your goods that you are now selling in the French-speaking parts of Canada. It is open to you to make your products solid in this field before competition steps in and takes possession.

A small monthly magazine called the "Advertisers' Bulletin" supplying exactly the kind of information you want about Canadian business conditions and methods, and many valuable facts, figures, ideas, suggestions and other information, will be sent regularly, if you mail the attached coupon, filled in with your name and address. It will place you under no obligation of any kind and you will find the "Bulletin" useful and interesting. See coupon below.

You can do it by extending your sales organization in Montreal and Quebec province, and using the advertising columns of La Presse, Daily and Weekly.

You can satisfy yourself on this point with very little trouble and expense. For particulars write the Advertising Manager,

LA PRESSE

DAILY - - - - - WEEKLY

MONTREAL, CANADA

IMPORTANT NOTE FOR ONTARIO MANUFACTURERS

Manufacturers in Toronto and throughout the Province of Ontario, who wish to increase their business in the Province of Quebec, will find the Ontario office of La Presse, 152 King Street west, Toronto, of great service and convenience in many ways. Mr. H. W. King, Ontario representative of La Presse, is in a position to furnish special information, service and assistance to firms that are interested in securing the trade of the great French-speaking population of Canada.

Editor
"Advertisers' Bulletin," 51 St. James St., Montreal. Send "Bulletin" to

Name.....

Firm.....

Address.....

CUT ALONG DOTTED LINE

100,000—Largest Daily Circulation in Canada Without Exception—100,000

100,000—Montreal's Greatest French Home Newspaper—100,000

CANADA'S NATIONAL FRENCH NEWSPAPER

COMPETING CONTRACTS

A correspondent inquires: "Is it within the rights of a publisher to accept an advertising contract from a manufacturer containing a clause whereby the publisher must exclude the advertising of a competing firm?"

There is only one answer to a question of that kind. The publisher who accepts such a contract endangers his mail order privilege. It is a generally accepted fact that a publication cannot be used to exclusively advertise one company or concern unless it is a house organ purely and simply. I believe that the transmission of second-class matter implies the necessity of accepting advertising from any person offering it, provided the same is not of an objectionable nature. However, I do not suppose any publisher, enjoying *second-class matter* privileges, would be foolish enough to accept such a contract as our correspondent refers to.

* * *

Among those who "never come back" are the ones who stop advertising.

* * *

Place strong copy in a strong newspaper or magazine and you are advertising.

* * *

Honest now! You generally don't know much about what you are sure of.

* * *

The longer you put off doing a thing the bigger and harder it looks.

* * *

One good test of a young man's will power is living within his income.

* * *

The man who has no self-control in prosperity has no backbone in adversity.

* * *

The cost of your advertising comes out of the pockets of your competitors who do not advertise.

* * *

It is the home that requires your goods. It is the home which gets the necessities and then the luxuries, and which is the backbone of trade. You want the home trade, the family's confidence in your goods.

YOU GET BOTH

Quality and Quantity

WHEN YOU USE

The Daily and Sunday World

With a combined circulation of

Over 80,000

Right in the City of Toronto nearly 40,000 "Sunday Worlds" are sold every week. On some of the best residential streets of the City over seventy per cent. of the homes are reached by "The Daily and Sunday World." If you want direct and certain results use this combination.

A POSTAL TO

The World Newspaper Co.

Limited - Toronto

WILL BRING FURTHER PARTICULARS

DISTRIBUTION AND DEMAND

How to secure both—An interesting address by Earnest Elmo Calkins, delivered before the Advertising Men's League, New York. Mr. Calkins does not tell us anything new, but he wisely emphasizes the necessity of distribution before advertising.—Printer's Ink.

The bishop had been talking to the Sunday-school. After he had finished he put the tips of his fingers together, after the manner of bishops and butlers, and said:

"Would any little boy or any little girl like to ask the bishop a question?"

After a pause the smallest girl held up her hand.

"Ah," said the bishop, "little Mary would like to ask us a question. Speak up, Mary."

Little Mary got on her feet and piped up:

"Please, sir, why did the angels go up and down Jacob's ladder, when they had wings and could fly?"

"Oh!" said the bishop. "Ah! and now would any little boy or any little girl like to answer little Mary's question?"

The bishop found himself in the position of the advertiser who rushes in where his salesmen feared to tread and advertises before the goods are on the dealer's shelves. First, he asks the public if they would like a sample of his goods, and then he practically puts it up to someone else to supply the goods. In other words, he lets his advertising get to the customers before the goods get to the dealer. This condition has thrown more wet blankets upon otherwise good advertising campaigns than commonplace copy or lukewarm mediums. It is a condition that is compelling most advertising managers to become sales managers.

The successful placing of goods is the work of the sales manager, while the advertising of them is the work of the advertising manager. As these two must work together, it is a splendid thing if the advertising manager and the sales manager are good friends, and it is still better if they are one and the same individual. Of course, the advertising man must not be too much a sales manager so that he cannot see things from the customer's point of view, but he must be enough of a sales manager to think of his goods on the shelves and on the counters of the retail dealers.

There was a time when the sales manager and the advertising manager were competitors. They were jealous of one another's success. Each tried to claim credit for the sales. Each, instead of considering the other's work a help, looked upon it as a hindrance. The sales manager who refused to give credit to the advertising as a help in opening new accounts and increasing

The Problem Is

"Where are we going to place our advertising appropriation this year to the best advantage?"

This confronts the business man who advertises every year.—Evidently so far as

The Witness - Montreal

is concerned—the solution to the difficulty was found with this result: that the Advertising Space used in "The Witness" in 1910 over 1909 was increased by

Over Forty Per Cent.

This result was gained by the extensive use of "The Witness" advertising columns by the most expert Advertisers and Advertising Agencies for their clients in Canada.

Success breeds success. We confidently expect the increase for 1911 over the preceding year will be

Sixty Per Cent.

Get "The Witness" rates before making up your lists. Compare the rates with the quality and quantity of circulation. Examine the paper itself. Notice its clear-cut virility, the cleanness of its pages, the class of the advertising in its columns, and then decide to put "The Witness" down for a good big slice of your appropriation.

The Witness - Montreal, Quebec

orders from old ones, reminds me of the rector in a small parish who wrote to his bishop:

"My Lord: I am having a hard time in my parish. I have to fight the world, the flesh, the devil and the Methodists."

He should have known that if he was really fighting the world, the flesh and the devil, the Methodists were all on his side helping.

And the sales manager should know that if he is really trying to increase the sales instead of building up his own reputation and importance, the advertising is on his side helping him.

SALES AND ADVERTISING

We all realize now that sales and advertising are the Gold Dust Twins of business and should always arrive together. If they cannot arrive together, then the sales should arrive first.

The advertiser who covers the country with advertising about goods that are some day going to be on sale at all stores is like the enterprising son of a Tody Hamilton, who gathers all the population outside the city in a ten-acre lot two weeks in advance of the arrival of the circus.

I hope I am a good enough advertising man to place my hand on my heart and say that as between the two—distribution of the goods and advertising—give me distribution of the goods every time.

You all know Peters' Chocolate or Mackintosh's Toffee, the sales of both of which, I am told, have been enormous. I have always believed that this was due to the remarkable distribution methods of Lamont, Corliss & Co., whose work has been so thorough that their goods have been placed on sale in every candy store, drug store, grocery store, general store, news depot, railroad station and, for aught I know, blacksmiths' shops and haberdashers, in every city, town, village and hamlet in the

For Winter Work
or winter play you need a food that contains heat-making tissue building material in a digestible form. You cannot warm a poorly nourished body with overcoats or flannels—you can only protect it from the cold. Natural warmth and bodily vigor come from eating
Shredded Wheat
because it supplies in a digestible form all the body-building, blood-making elements in the whole wheat grain. Heat the Biscuit in the oven to restore crispness, cover with hot milk and a little cream and serve with stewed prunes or other stewed fruits. The combination makes an ideal dish for the winter days, supplying all the strength needed for work or play and keeping the bowels healthy and active.
The Only Breakfast Cereal Made in Biscuit Form
The Canadian Shredded Wheat Company, Ltd.,
NIAGARA FALLS, ONT.

Attractive and strong magazine copy

United States. Distribution did the trick.

In a great many kinds of goods distribution is equivalent to sale. Some things it is only necessary to show in a store—to put on a counter—to sell them. A great deal of success is attributed to advertising when it is really the thorough distribution of the goods that has produced the sales. The advertising has, of course, helped. That help is small compared with the great

ANNOUNCEMENT

MR. HERBERT VANDERHOOF, President of the Vanderhoof-Gunn Co., Ltd., Publishers, of Winnipeg, Canada, is pleased to announce the completion of negotiations whereby MR. RICHARD R. LOVETT, who has been associated with Farm and Fireside, Woman's Home Companion and Technical World Magazine, assumes the management of the circulation department of

Canada Monthly

The means of circulation getting are big factors in determining the quality of circulation. CANADA MONTHLY, the most progressive and widely read magazine in Canada, will have the benefit of Mr. Lovett's broad experience, acquired through his connection with some of the most successful publications in America.

Winnipeg, Man., March 1st, 1911

help of the customer's being confronted with the goods in every store. If you could put a rack of Ingersoll watches on a counter in every store which sells this kind of goods, with a sign saying, "Price $1.00," that in itself would result in a great many sales. Of course, putting the watches in such a conspicuous place is a kind of advertising in itself, but it is also a kind of distribution, and it is a good deal better distribution than it is advertising. The advertising done is a factor in inducing the dealer to so display the watches. So here again we see the distribution helping the advertising and the advertising cashing in on the distribution.

Of course, distribution means one thing with one manufacturer and another thing with another. I have heard a manufacturer say that his goods were well distributed who had a hundred accounts. I have heard another manufacturer complain that he was not able to get distribution because he had only five thousand accounts. A hundred accounts are a good distribution for an automobile or a piano-player. It is not very good for a fountain pen or a two-for-a-quarter collar.

DISTRIBUTION

When an advertiser has a fair distribution—that is, when he is represented in a large percentage of the communities—his advertising should constantly work to open new accounts and thus increase distribution, which can be done with comparatively little expense, as he is getting a direct return from the accounts he has already established. The opening of new accounts, in that case, is a by-product of the advertising. The first step is to get the goods on the dealers' shelves. The next step is to get them off. To try to get them off before you get them on is like the physical condition of old Jed Hoskins. Old Jed Hoskins had been sickly for twenty years. Bud Gash met

Not worth the cost of space

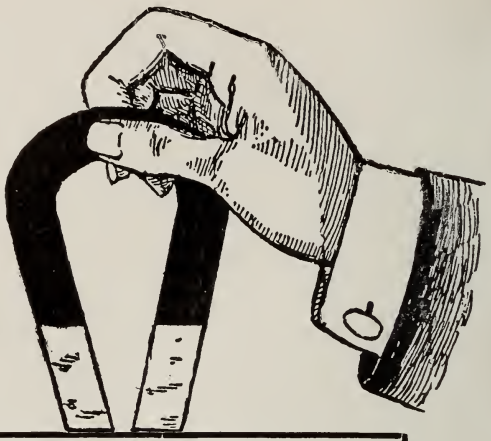
Deacon Stiffle on the steps of the post-office and general store, and said:

"Old Jed Hoskins ain't what he used to be."

"No," said the Deacon, "and never was."

The advertiser who leaps before he looks—who advertises before he sells—is the advertiser whose goods ain't where they used to be and never were.

There isn't time in a fifteen-minute talk to tell you all the ways in



ELECTROTYPING----
----STEREOTYPING

LIKE A STRONG MAGNET

The Central Press Agency

Draws to its thoroughly equipped and up-to-date Foundry all kinds of

Electrotyping-Stereotyping

We have been making printing plates of every description for over a quarter of a century and during that time we have done business CONTINUOUSLY with many firms in Canada and the United States.

QUALITY OF WORK AND SQUARE DEALING are essential factors in retaining such patronage.

Write for quotations on your requirements.

THE CENTRAL PRESS AGENCY

TORONTO - F. DIVER, MANAGER. - WINNIPEG

which distribution is to be effected in advance of demand, even if I knew, which I don't. I know of some of the ways which are more or less successful. Every successful sales manager and advertising manager knows other ways.

It is frequently possible to use advertising as a method of distribution, by fitting the punishment to the crime. In other words, by advertising locally as the sales spread out, using street cars or newspapers or both as the local mediums. Here again take the trade into your confidence. As accounts are opened, go to the next town and repeat. Every wave of the incoming tide wets the beach a little higher. It does not try to cover the entire beach at once, and it certainly does not try to cover the highest point of the beach before it has covered the edge.

And so for a new manufacturer whose goods are little known, the advertising should creep over the country, keeping just behind the sales.

One approved plan successfully employed by many successful advertisers, for placing good goods in advance of a really good campaign, is to prepare the complete campaign in advance and then prepare a very good counterfeit presentment of all the advertising that is to be done in some convenient portable form, such as a portfolio, so that it can be conveniently shown to the trade. This should be done before the first trip of the first salesman of the first season that precedes the launching of the advertising. Goods can be stocked on the strength of the coming campaign which thus casts its shadow before, or, as Hamlet says, "The act that roars so loud and thunders in the index."

I heard a top-notch salesman for a big house that covers the large stores of an entire country say, apropos of a portfolio showing the complete layout of a plan of advertising: "If I had had that portfolio

Good Times at Small Cost Are Yours in
California
Living expenses can be brought down to a wonderfully moderate price in a comfortably furnished bungalow — innumerable miles of trolley line take you to almost every point of interest.
Spend the spring months in some pretty Southern California town and renew lost vitality. Take the
Los Angeles Limited
and enjoy a quick, comfortable journey over the
Chicago & North Western
Union Pacific
Salt Lake Route
Electric Block Signals
Excellent Dining Cars on All Trains
Let us tell you more about the pleasure resources of California.
For all information, fares and reservations, call on or address
J. O. GOODSELL, T. P. A.
Room 14, Jones Building
Toronto, Can.

Good railroad advertising

on my last trip I could have sold half a million dollars' worth more of goods." This, however, did not refer to goods that were absolutely new. It referred to a staple line which had been placed to some extent and showed the salesman's optimistic idea of what additional distribution could be had when backed up by an approaching advertising campaign.

507 Circulation Solicitors

are at present building up circulation for the *Maclean Publications* in every corner of Canada.

This great army of salesmen is directed by a salaried staff of experienced subscription-getters. Naturally the result of such

Continuously Active

circulation campaigning is to make the *Maclean Publications* unusually good advertising mediums.

Our aim is to produce publications that fill distinctly defined fields and to make them so authoritative, so readable, so *necessary* that the work of getting subscriptions often involves little more than the presentation of a sample copy for the prospect's examination.

The intrinsic merit of the *Maclean Publications*, coupled with our never-ceasing activity in circulation building, give the *Maclean Publications* unique value as advertising mediums.

T H E

Maclean Publishing Co., Limited

Office of Publications, 143 UNIVERSITY AVE., TORONTO

Offices in Montreal, Winnipeg, Vancouver, London, Eng., New York and Chicago

PUBLISHERS OF

Canadian Grocer--Hardware and Metal--Dry Goods Review
Printer and Publisher — Canadian Millinery Review
Bookseller and Stationer—Plumber and Steamfitter
Busy Man's Magazine—Canadian Machinery—Power
House — Farmer's Magazine — The Financial Post

PUSHING THE SALES

But while emphasizing the importance of getting goods on the dealers' shelves, never overlook the importance of getting them off again. It is one thing to push the goods into the store by means of a salesman, and another thing to pull them out by means of advertising.

The local dealer's prestige is good, but it is not everything. Even a good dealer with a strong local reputation finds it hard to sell in the face of a strong, successful advertising campaign, just as it is harder to tack up into the teeth of the wind than it is to sail before it.

Apropos of this, Mr. Holmes, the capable advertising and sales manager of the Crofut-Knapp Company, tells a story which has a moral as wide as a church door and as deep as a well. The story is this:

A certain hatter who, perhaps, was touched with a little of that madness which, according to "Alice in Wonderland," is common to hatters, said to the salesman of the Crofut-Knapp Company:

"I like your hats, but I don't want your label in them. I sell the hats that are sold in this town. People buy hats because I sell them —not because of any label that they may contain. So if you will furnish me with twelve dozen Knapp-Felt Derbies with my trade-mark in them, I will sell them for you."

Now this salesman was wise in his own generation, and he said:

"I'll tell you what we'll do. Here is the psychological moment to make a real test of this subject. You order twelve dozen hats, six dozen with your label and six dozen with the Knapp-Felt label, and then we'll see."

The guileless dealer accepted instantly because it was such a good chance to show the Crofut-Knapp Company how he could sell hats. A few weeks rolled away when the Crofut-Knapp Company received a rush order to ship seventy Knapp-Felt labels ready to paste into the hats. The dealer had sold all of

Strong clothing copy

the hats with the Knapp-Felt labels, while he sold but two which contained his own label.

* * *

At twenty, get up with the sun; at forty, get your son up with the sun. * * *

The weakest man often has the strongest breath.

* * *

Things don't always pan out as you plan out.

Everything for Women

Or the Home, Should be Advertised in the

Canadian Home Journal

Women buy 80 per cent. of the necessities and luxuries for the home. Then the only logical way to secure their trade is to advertise in a publication read by women.

Most women delight in reading good fiction or something about fashions, household duties, or children. That's why the "Canadian Home Journal" is read with interest by thousands of Canadian women, that have no time or desire to thoroughly read other publications.

Value of Advertisements Carried Doubled in One Year

In one year this magazine has climbed from the bottom to the top of Canadian publications, AND THE VALUE OF ADVERTISEMENTS CARRIED HAS DOUBLED. A shrewd advertising solicitor can secure advertising contracts, but a renewal is only given on results.

Every Large Advertiser Has Renewed Contract

This is surely a proof that they are obtaining satisfactory results.

CANADIAN HOME JOURNAL

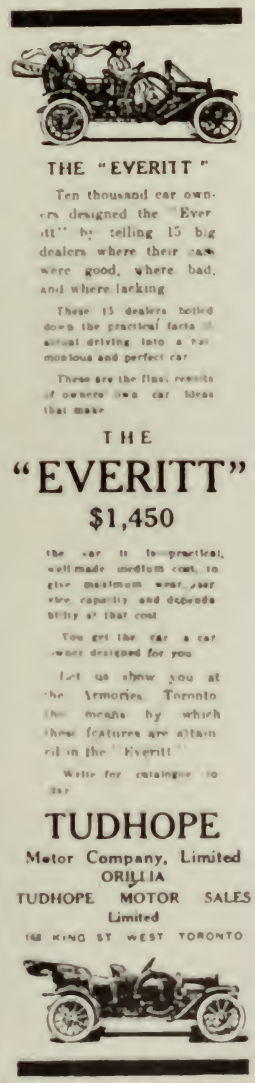
59-61 John Street - - - Toronto, Canada

SUCCESSFUL AUTOMOBILE ADVERTISING

No more difficult article to advertise than an automobile. Short article reprinted by request.

The Automobile industry is growing fast. Soon the market will be glutted. Within a year or two the elimination of all but first-class builders will begin. The poor machine will be wiped out; unfortunately, with these will disappear a good many sound makes whose manufacturers failed to invest a good part of their earnings in educating the public to know the virtues of their car by its name. An automobile manufacturer must advertise this year not to sell his next year's output, but keep his car in the selling game five years hence, when the real competition will be on.

There is not a more difficult article to advertise than an automobile. This may account for the vast number of poorly advertised cars. Not that it's difficult to sell cars. The public is automobile mad—and a glib salesman among a flock of ignorant purchasers—well, if he can't make a sale it's his fault. The little things like aftercost don't seem to enter into the horizon of the purchaser at all. Even the makers of high-priced cars aren't having much difficulty in disposing of their product just now—but later it's going to be different.


THE "EVERITT"
Ten thousand car owners designed the "Everitt" by telling 15 big dealers where their cars were good, where bad, and where lacking
These 15 dealers boiled down the practical facts of actual driving into a harmonious and perfect car
These are the final results of owners' own ideas that make
THE
"EVERITT"
$1,450
the car is impractical, well made medium cost, to give maximum wear, over-drive capacity and dependability at that cost
You get the car a car owner designed for you
Let us show you at the Armories Toronto the means by which these features are attained in the "Everitt"
Write for catalogue to-day
TUDHOPE
Motor Company, Limited
ORILLIA
TUDHOPE MOTOR SALES Limited
138 KING ST WEST TORONTO

Original stuff—the arguments in this series are new and forceful

There may be a dozen cars that are dependable; but with all due apology to their press agents, there are not more than six that an experienced man would buy. These six have proven themselves so, not by their advertising, but by experience. They have had to tell their own story. One of the most successful manufacturers of moderate price cars in this country has never gone outside of trade publication to tell his story. The car was made right, and an automobile that's made right will sell itself.

Let us take that car. It has been good from the beginning. Designed by practical men—made throughout, big parts, little parts, not only of the best material but in the best way. The designer studied

The Mail an

Sworn Detailed Statement of Actual Net Circulation for Year 1910

DATE	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC
1	63,260	40,350	40,575	41,187	.....	41,596	63,546	71,067	45,768	48,156	46,789	44,9
2	.....	40,419	40,832	46,324	41,677	41,669	49,346	53,612	45,913	.....	43,389	45,0
3	43,587	40,571	40,785	.....	40,858	41,860	.....	44,224	50,608	43,848	43,389	49,8
4	40,487	40,415	40,591	41,882	40,869	46,810	42,783	44,310	.....	43,731	43,421	...
5	39,531	45,327	46,234	44,285	40,997	.....	60,131	44,297	68,042	43,712	48,159	45,7
6	39,751	.....	.....	41,313	41,056	42,511	42,502	49,019	48,237	43,623	.....	45,1
7	39,753	40,873	41,615	41,171	63,343	41,824	42,529	.....	45,496	43,822	43,913	44,8
8	44,694	40,626	40,758	40,987	.....	42,023	42,602	45,034	45,359	48,421	43,497	47,3
9	.....	40,626	40,901	45,860	45,595	42,006	47,464	44,330	45,320	.....	43,380	44,8
10	40,159	40,345	40,795	.....	41,321	42,003	.....	44,922	49,729	44,152	43,540	49,5
11	39,721	40,419	40,843	41,719	40,960	47,228	43,240	44,573	.....	43,709	43,490	...
12	39,737	45,446	45,887	41,241	41,173	.....	43,033	45,344	44,802	43,793	48,211	45,6
13	39,906	.....	.....	40,969	41,256	42,714	42,920	49,572	44,129	43,470	.....	44,9
14	39,717	40,926	41,380	41,162	46,162	42,172	42,908	.....	43,684	43,509	44,242	46,1
15	44,692	42,010	40,787	41,173	.....	42,151	43,103	45,598	43,485	48,505	43,509	45,1
16	.....	40,519	40,812	45,835	41,789	42,125	47,856	44,961	43,532	.....	43,434	44,8
17	43,620	40,373	41,007	.....	41,262	42,196	.....	44,977	48,349	43,805	48,436	49,2
18	42,807	40,480	40,682	41,776	40,971	47,009	43,741	45,107	.....	43,570	43,510	...
19	40,362	45,195	45,710	41,147	41,273	.....	50,030	45,104	44,316	43,525	48,587	45,4
20	39,993	.....	.....	41,057	41,894	42,607	47,671	49,720	43,421	43,308	.....	45,2
21	39,882	40,906	41,235	41,067	51,761	42,799	42,869	.....	43,418	43,307	44,114	45,1
22	45,238	40,356	44,442	41,369	.....	42,025	42,912	45,622	43,420	47,973	43,912	45,1
23	.....	40,795	40,902	46,089	42,057	42,036	48,134	44,821	43,446	.....	44,112	45,8
24	41,081	40,452	40,991	.....	62,758	42,021	.....	44,902	47,999	43,936	44,224	49,8
25	40,373	41,463	61,207	41,554	44,659	47,017	44,010	44,988	.....	43,351	44,441	..
26	40,143	45,518	48,529	41,075	41,530	.....	43,601	45,019	43,870	43,287	49,027	65,6
27	40,215	.....	.....	41,076	41,617	42,606	43,783	49,943	43,170	43,156	.....	47,3
28	40,190	41,160	43,876	41,079	46,670	42,130	43,845	.....	43,435	43,150	45,342	44,8
29	45,306	.....	43,932	41,059	.....	42,151	43,832	46,016	43,289	48,752	44,826	44,4
30	.....	.....	41,088	46,332	42,134	42,503	49,115	45,566	43,409	.....	44,954	44,6
31	40,780	.....	41,048	.....	41,561	.....	.....	45,340	.....	65,146	.....	49,0

Actual Net Daily Average, 313 Days, 44,36

Actual Net Daily Average for January and February, 1911—46,012

All Morning Circulation No Noon or Evening Editions

The Purchasing Power of "The Mail and Empire's" Circulation is Greater than that of any other Medium in Canada

d Empire

OFFICIAL DECLARATION

DOMINION OF CANADA
City of Toronto
To Wit:

I, WILLIAM JAMES DARBY, of the City of Toronto, in the County of York, Circulation Manager of "THE DAILY MAIL AND EMPIRE," newspaper, do solemnly declare:

1. That the actual net average circulation of THE DAILY MAIL AND EMPIRE per issue for the 12 months ending December 31st, 1910, was **44,364** copies.

2. That this statement of Circulation does not include any spoiled sheets, destroyed papers, returned copies, or papers sold in any other way than day by day in the ordinary course of trade to News Dealers, News Vendors and Subscribers, including "Exchanges."

3. That the above tabular statement is a correct report of the Daily issues of THE MAIL AND EMPIRE for the year ending December 31st, 1910.

4. That these papers were distributed daily as follows:

ONTARIO	**TORONTO City**	**22,081**	**42,818**
	ONTARIO, outside of Toronto	**20,737**	
OUTSIDE OF ONTARIO			**1,546**

5. That the books and records of The Mail and Empire office are open to any advertiser, or their representative, at any time, for the purpose of verifying the above statement, and that any assistance necessary will be given to them for the purpose of checking said statement.

And I make this solemn declaration, conscientiously believing it to be true, and knowing that it is of the same force and effect as if made under oath, and by virtue of the Canada Evidence Act, 1893.

Declared before me, at Toronto, this 24th day of January, 1911.

SEAL

J. B. CLARKE
Notary Public

W. J. DARBY
Circulation Manager

Sworn Detailed Statement of Actual Net Circulation is Printed Every Day at Head of Editorial Page.

Winnipeg Newspaper Union

(Owned and Controlled by Toronto Type Foundry Company, Ltd., Toronto)

OUR LIST OF OVER 220 COUNTRY WEEKLY NEWSPAPERS

Covers the Canadian Northwest like a Blanket—and is the Only Reliable Ready Print List in the Canadian Northwest.

AT the present time the Western Provinces offer the greatest opportunity for increasing business; not only on account of the approaching harvest, but the rapid influx of settlers providing an ever-increasing and profitable market for the manufacturers of the East. In order to reach this market and obtain your share of the national prosperity the merits of your goods must be placed and kept before the consumers in the most effective manner.

¶ It is universally acknowledged that this can be best accomplished through the local newspapers, which are more thoroughly read than any periodical which enters the home, and we, therefore, call your attention to the list of 220 Weekly Papers of the better class controlled by us, circulating throughout Manitoba, Saskatchewan, Alberta and Eastern British Columbia.

¶ This list covers 80% of the better class of Weekly Newspapers published in the great wheat growing provinces. Your advertisement would, therefore, enter practically all the rural homes of the vast territory between Port Arthur, Ont., and Vancouver, B.C. **Our advertisers are amongst the most prominent merchants and manufacturers in Canada, and that many of them have been using our list continuously for the past 15 years is conclusive proof of its value in producing results.**

¶ As new towns are built fresh additions are made to our list, so that, while covering the older settled portions of the West, we keep pace with the constant march of progress, thus placing your wares before an ever-increasing prospective clientele.

¶ In arranging your advertising campaign give our list a trial. **It will pay you.** We shall be pleased to send you a list of our weekly papers and quote rates upon advice of the size of advertisement and length of time you desire to insert.

Apply for Advertising Rates to

WINNIPEG NEWSPAPER UNION

175 McDermott Avenue, Winnipeg

Or The Toronto Type Foundry Co., 70-72 York Street, Toronto

Or through any well-known Newspaper Advertising Agency

the exact weight per horse-power; and he also thought of the economy of tires, how little the customer need pay to keep the car up to its work. He built this car to stand up, to run finely and smoothly in all seasons and on all roads, at the lowest possible cost to the purchaser —and it did. Now, in advertising that car—for soon competition will demand it—what splendid material he has, what a convincing story to tell! Economy is the keynote of automobile advertising; economy in everything but the building of the car itself; and the way this car is built, the way every car "should" be built, brings truth to every statement made for it.

Kaiser Wilhelm
EMPEROR OF GERMANY
Uses the Knight Motor
Russell "30" $3,750 Fully Equipped.
Russell "K" $3,850
All with Knight Motor
CANADA CYCLE & MOTOR CO. LIMITED WEST TORONTO

Effective on account of the eccentricities of humanity

"The Man from Missouri" is a rapidly growing factor in automobile selling, and his pocket-book lies very close to the Man. Tell him what he wants to know; make him believe, but hold his belief. He isn't so interested in first cost, or in the constant charges in transmission; in carburetor or ignition devices and in excuses therefor—as in the upkeep and the knowing what the car did last year and the year before. He wants to know what relation the weight has to horse-power and the wear on his tires. He knows where he gets on, but he also wants to know where he gets off. He is tired of hot air stories, for he has heard the inside history of Glidden Tours—and the story of a hundred buyers who can tell the truth is better to his ears than whole pages of buyers' enthusiasm and bolstered proofs regarding automobiles that an honest man wouldn't recommend to his worst enemy. The living test of a good car can be demonstrated in type as readily as by word of mouth, but the car must be good, and all demonstration should be with an eye for five, ten, yes twenty-five years from now, when quality counts with every buyer, when every buyer goes over his car as an expert picks his own horse, when the consistent, well-balanced car is the car that stands apart. The dependable car, the car of economy, will win. These two things—dependability and economy—cover the whole success, not only of the car, but its advertising, and the simple, dignified proof of these two things, as related to a good car, told and retold, backed up by the eternally good work of the car itself, will win and hold this success, when the "Man from Missouri" is every man that buys.

* * *

Every advertisement should sell goods to-day and build reputation for to-morrow. The former should cover the cost and the latter should field the profit.

IF YOU WANT TO SELL YOUR WARES IN THE CANADIAN NORTHWEST, USE THE

Winnipeg Newspaper Union

$12.00 Will pay for **One Inch** Advertisement in the whole of the 220 Weekly Newspapers of The Winnipeg Newspaper Union, one time.

$48.00 Will pay for **Four Inch** Advertisement in the whole of the 220 Weekly Newspapers of the Winnipeg Newspaper Union, one time.

If you use Electrotypes or Stereotypes of special design, we only require FOUR.

Discounts for larger advertisements running for over three months are allowed.

WE SHOW FULL PROOFS OF THE ADVERTISING GIVEN TO US IN ALL THE PAPERS.

The Winnipeg Newspaper Union has been established for 15 years and is the only list of Weekly Papers that covers the Canadian Northwest, and is used by all large American and Canadian Advertisers.

For Advertising Rates Apply to

WINNIPEG NEWSPAPER UNION

175 McDermott Avenue, Winnipeg

Or to Toronto Type Foundry Co., Limited, 70-72 York St., Toronto

Or to any well-known Newspaper Advertising Agency.

FORM LETTER

The Form Letter has been called the most Fatuous form of advertising the genius of man has evolved. Mr. J. Vale Downie makes a few discriminating remarks on the subject, and our Readers wouldd well to make the only logical inference possible.

A number of people seem to be taking a good deal of trouble to establish the respectability of the form letter. Like the cold storage egg it has acquired a certain dignity simply by virtue of its long residence in our midst. It has been evolved and perfected and beautified until its own father would scarcely recognize it; and it has changed its name from "Imitation Typewritten" to "Form."

When sufficient improvement has been made in the construction of burglars' jimmies, many persons will no doubt arise to defend their use.

The only sort of form letter I ever read is the one that is so bad it wouldn't fool a catalog-collecting school-boy. When the letter is printed in purple "copying ink" and the address is filled in with "black record," the thing isn't so objectionable. If my name is tilted in eccentric fashion or set out half an inch in the margin, or if a good part of the body of the letter extends off into space from the bottom of the sheet, I read every word of what is left with avidity, and sometimes even reply.

* * *

But the letter that awakens all the primitive and latent devilishness in my nature is the one that "keeps me guessing," the one in which the address is filled in with a precisely matched shade of ink, the one in which my name is inserted in perfect alignment at the end of the first line in the third paragraph, the one, in short, that "defies detection." I am almost sure, of course, that it *is* a form letter, for there never was one yet in which internal evidence did not bellow forth its shame; but to be baffled in the attempt to detect any shred of *external* evidence to that effect is maddening. I can't help but see that the fellow who sent the letter is cleverer than I am, and it annoys me. It is plain that he thinks he can fool me, and nobody likes to be fooled. I chuck it in the waste basket. Then the suspicion that it was not, after all, a form letter returns, in which event I have the gratification of feeling that I am a discourteous chump. I fish it out of the basket and devote ten minutes to debating with myself the question of whether to take the long chances of being a sucker, by replying, or the short chance of being a chump, by consigning it again to the discard. Whatever the decision finally arrived at, I have usually gotten myself into no desirable frame of mind.

* * *

What is a good form letter?

Quality—Service—Fair Price

A good business man desires to do business with men who know their business, the quality of whose product is assured. He is willing to pay a fair price for the goods he buys. Experience shows him that poor printing does not bring proper results to the buyer. Shopping around does not pay. It MAY make a better showing in the purchasing dept., but how about the influence on sales? — buy Sales - Making Printing.

The Hunter-Rose Co. Limited
12-14 Sheppard Street
Toronto

I have given my own personal definition above; but not many people, alas, are willing to print that sort any more.

For one thing, it is a Fourth of July Oration disguised as a Private Interview, in which you are invited to believe that you are the only person in the auditorium.

It is a newspaper masquerading as a *billet-doux* (I have seen some that even had the perfume).

But the best and most accurate definition is probably the following—a three-cent circular designed to be passed for a twenty-five-cent letter, and the fellow who sends it expects you to come across with the genuine article in response, or twenty-two cents in change.

If you read the advertisements of the makers and sellers of form letters in quantities you will find that the "high-class form letter" is one which "cannot be detected from the original," and is "guaranteed," consequently, to hoodwink the recipient. The better the imitation the better the letter, and the more you pay for the job. It is no use, says he, to send out a poor imitation, for it deceives nobody, and the inference is that you must deceive somebody or you get no results. The good form letter is the one that fools your prospective customer. It is only a small thing, of course, like pulling a chair out from under him; but he is almost equally certain of finding it out, first or last, and the one attention has about as good a chance of putting him in a good humor as the other.

Oh, the joy of having that three-cent circular filed carefully away with a carbon copy of your prospective customer's twenty-five-cent reply! It is a nice thing for him, too, in a way, for, although he is unaware of his good fortune, you may presently sell him a three-dollar contraption which cannot be detected from a twenty-five-dollar vacuum cleaner.

* * *

Is there any hope of reclaiming this disreputable, but useful advertising implement? Perhaps there is--a little.

Many a man has been reformed with a decent suit of clothes. The discarding of "Imitation Typewritten" and assumption of "Form" argues a slight twinge of conscience. The next and final step will probably be "Circular."

There is not a particle of harm in a circular letter as long as it does not pretend to be other than what it is, a circular. If the names and addresses must be inserted, however, use entirely different color of ink and print in bold, honest type across the top. "This Is a Circular," so that not the most ignorant recipient can fall into the error of thinking that it is a letter. And if your circular was really dictated to "The Five Thousand Plumbers in Pennsylvania," in the name of all that is honest say so on the sheet and don't lead "The Waxenfilter Plumbing and Heating Co.," Reading, Pa., to believe that it was dictated to them alone.

You cannot win a prospective customer's confidence by passing a plugged quarter on him, even though he never finds it out.

WESTERN HOME MONTHLY

WINNIPEG - MANITOBA

CHANGE OF RATES

On and after December 1st, 1910, and until further advised, *Western Home Monthly* Advertising will be governed by the following tariff:

One thousand lines and over (to be used within one year), fifteen cents per line.

Less space, seventeen cents per line.

Special position, twenty-five per cent. extra.

CIRCULATION GUARANTEED IN EXCESS OF 38,000

The Home Publishing Co.

Publishers - - Winnipeg

LOGICAL VIEW OF TRADE ADVERTISING

The Direct Association of a Particular Line of Goods with Practical Methods of Buying and Selling this very Class of Goods is what gives Trade Advertising Great Force.—By T. J. Tobin.

The right kind of trade newspaper offers a manufacturer a real definite selling service valuable out of all proportion to its cost. Let us reason it out on a logical basis.

Fundamentally the value of any advertising medium depends upon the degree of attention that it receives from its readers. The right kind of a trade newspaper places before the retailers in its line reliable market information, as well as practical analysis of methods connected with buying, selling, display, stock-keeping, accounting, handling credits, store management, store economies, etc. It makes each issue worth money to the dealer—not in theory, but in actual fact.

The trade newspaper measuring up to a high standard furnishes the retailer with the means of increasing his efficiency as a salesman and distributor, and by doing so creates for manufacturers a larger opportunity. Through advertising in a paper of this kind the manufacturer is assured a quality of interest that he can attract to his goods in no other way.

It is the association of ideas that gives trade advertising its force—the direct association of a particular line of goods with practical methods in regard to buying and selling of this very class of goods. As soon as manufacturers and wholesalers come to realize the selling value of the unique quality of interest thus focussed on their goods they will be willing to spend a great deal more money,

There is lots of comfort in
a small size "Sovereign"
The "SOVEREIGN"
Hot Water Boiler
"THE DICTIONARY OF HEATING" IS A SMALL
BUT HELPFUL BOOKLET. WRITE FOR IT
TAYLOR-FORBES COMPANY LIMITED

Attractive magazine copy

time and study on their advertising addressed to the trade.

The right kind of trade newspaper has an important influence upon the economical distribution of goods. It not only promotes a better standard of merchandising but it furnishes the manufacturer

The National Medium

THE CANADIAN MAGAZINE still retains its well-earned position as the "Premier" of all class and periodical publications issued in the Dominion. Judged from a literary standpoint it is "The Leader" among Canadian magazines, and easily rivals the best big magazines of both England and the United States. Shrewd advertisers realize that the main issue in buying space is determined by the circulation of a publication and the "class" of its readers. The circulation of "The Canadian Magazine" is national—its readers are the best buyers in Canada.

The Canadian Magazine

Toronto - - Canada

Hamilton Newspaper Union List

Comprising 75 FIRST-CLASS Weekly Papers

Sworn Circulation for 1910 - 2,708,388
Weekly Average - 52,084

This List is Used by Many of the Largest Advertisers in the United States and Canada. Enough said.

For Rates, etc., Address

Hamilton Newspaper Union - Hamilton, Can.

or wholesaler with a means of quickly and at small expense securing the interest of the entire retail trade in the lines he has to sell.

Some manufacturers labor under the delusion that because they have

Once you have used
PURITY FLOUR
you will readily pay the little more it may cost.
WESTERN CANADA FLOUR MILLS COMPANY
Purity
MANITOBA HARD WHEAT
Until you have actually tried PURITY FLOUR you may demur at the trifle more it costs you than lower grade flours cost—but your first sack will show you why that seemingly higher price is a real economy for you
PURITY FLOUR
"More bread and better bread"

A notable improvement

travellers on the road they do not need trade advertising. No serious student of merchandising will accept that as logical reasoning. The trade newspaper and traveller reach the dealer from altogether different angles, and each performs its own particular kind of selling work. They are in no sense in competition with one another. On the contrary, their purpose should be co-operative in the highest sense of the word.

Whatever makes an impression on the retailer's mind, and paves the way for the order which the traveller secures, must be credited with performing actual selling work

In salesmanship, as in advertising, you are appealing to the human mind. No sale takes place in a man's pocket or in his pocketbook, or in his check-book, but first of all in his mind.

In association with the kind of ideas described above, a manufacturer's advertising in a good trade newspaper carries a constant buying suggestion that will have a definitely valuable bearing upon the effectiveness of his travellers, and will pay big returns on the investment.

* * *

Many rise through fall business.

* * *

Space should be well spaced.

* * *

Promise pays nothing.

The Standard

St. Catharines - Ontario

Sworn Average Net Circulation for the year ending December 31st, 1909, was 4,356 copies daily.

Covers St. Catharines, Merritton, Thorold, Port Dalhousie and Niagara-on-the-Lake thoroughly.

Best Associated Press and Canadian Telegraph Service of any paper in the smaller cities.

The Standard "looks after" advertisers' interests in St. Catharines so that they get results.

Be sure The Standard is on your list when making up your advertising appropriation.

Sixteen Sheet Poster in Four Colors Executed by

The Hough Lithographing Co., Ltd. - 96 Spadina Ave.

Alexander Macpherson, President TORONTO, CANADA

The London Free Press

is acknowledged to be the greatest paper in Western Ontario, both in circulation and influence. It is the only morning paper between Toronto and Detroit and reaches the people hours ahead of all other dailies. As an advertising medium it practically STANDS WITHOUT A COMPETITOR.

Its best testimonial is a reference to its columns, which shows that no advertiser wishing to reach the prosperous and thrifty people of Western Ontario passes this enterprising and wide-a-wake Daily.

THE CIRCULATION OF 27,350 IS GUARANTEED, and if it is not as represented the advertising you may have contracted for will cost you nothing. Of this circulation 19,000 is in London.

Write for rates or enquire of any recognized Advertising Agency.

The

London Free Press Printing Co.

LIMITED

EDGAR J. GUY, Toronto Representative
61 Canada Life Bldg., King St. West

London, Canada

FOREKNOWLEDGE RE ADVERTISING

Very interesting, but not always practical, Mr. Subscriber! The following article, forwarded for reproduction, appeared in a recent issue of Judicious Advertising.—By Felix J. Kock.

"It's a wonder to me," the advertising manager of the big metropolitan daily said, "that more advertisers can't see, or if they see, can't make use of the axiom, old as the hills, that 'the proof of the pudding is the eating.'

"In other words, why don't they 'try out' their ads, say at home or on their friends, before they spend their money on them?

"One of the best ways of trying them out that I recollect, was worked in this way:

"The advertiser in question ran a department store and was a good advertiser. He had occasion, day upon day, or week on week, to advertise anything from buttons to boilers.

"Not far from the stores there was a large factory. It employed all sorts of labor, from the skilled stenographer, who might typify the professional shopper, to girls who work as hands, and to the proverbial scrub-woman. Here was enough of the clientele of the average department store to use for the experiment.

"Advertisements, you know, are not, as a rule, based on prices changed over night. So the advertising manager of the store would frame his ad, send it to the papers with 'hold until ordered' at the top, and, once it was printed, have them 'strike off' a score of proof sheets.

"He paid the shoe factory superintendent so much a year for the privilege of tacking these upon each floor of the factory, just before the

The camera tells the story

noon-hour. Under each sign there was a box of self-addressed postals and pencils. Employes, as they went out, must pass these placards —they could take all the moments out of their nooning they chose to read—and all they need do was to scribble their order on the postals and drop these into the mail box.

THE HAMILTON HERALD

A Newspaper

The Pioneer One-cent Paper and the Live Up-to-Date Evening Paper of Western Ontario

Not an Organ

Recognized Want Ad. Medium

HAS THE LARGEST PAID CITY CIRCULATION

Read by the Masses

THE

CALGARY HERALD

Covers this field like a blanket

Circulation 11,500 Daily

The great Middle West is the best buying field in Canada. NOW is the time to break into it,—not next year. Alberta farmers have more money to spend this year than ever before.
The leading advertising agencies in the East can quote you rates for a campaign that will cover this prosperous country, and can tell you about The Herald. "You can't begin to cover Alberta without The Herald."

The Herald Publishing Company Limited

DAILY CALGARY, ALBERTA WEEKLY

EDGAR J. GUY, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

"The advertiser had an alphabetical list of all employes, and so could tell a fake order at once. As security, he had, of course, their wares, which he knew he could attach. So he had no chance of loss on such orders.

"Well, supposing, to-day, he was to make specialty of shoes.

"He would draw up a quarter page ad with cuts of the class of shoes he was to offer. Then he would show varied styles at varied prices.

"He posted this, and watched the orders.

"In a factory where there are no 'lay offs' to speak of, where wages are the same the year around, where the class of employes doesn't change much, you will find that people, sure of their money at the end of the week, are always ready for bargains or buying, if they see it is to their advantage.

"Within a day the postals were in and counted. Supposing they found then that out of the class of employes who could afford to pay a certain price for a shoe and only a certain per cent. of that number ordered. Then that ad was not well developed, it didn't catch, it didn't lure these possible buyers, and it was taken out.

"It looks complicated, doesn't it? But it was the principle of the keyed ad. tried in advance. Instead of testing it by use in the newspaper or dodger, at a big price, then and there it had been tried out.

"And when the index finger of the factory showed that the people weren't caring for slippers this spring, or that the fad for flannels wasn't strong * * * it was safe to say that the population of the city was, in proportion, a good deal like the six-hundred population of this one varied plant * * * and one acted in accordance.

"Another fellow tried the same scheme, but with the rich and in different wise:

"To a selected class—list of customers—millionaires, wealthy, middle class and past middleman, he sent, by registered mail, each letter marked '*Personal Receipt Required*,' an engraved card, announcing such and such bargain, providing it were ordered at once on the enclosed postal card, or by bearer, in person within twenty-four or forty-eight hours of receipt.

"That brought them.

"No one could sign for the ad but the addressee—servants and secretaries didn't toss it over.

"People usually read what comes by registered mail. So it reached them.

"As to whether they bought or not that was the test the mailer was after. It was cheaper for him to send out a hundred registered letters and get this test, than pay for a costly ad that wouldn't pull. The hundred letters cost, in postage, but eight dollars for registry and two more for mailing.

"The scheme was practicable, and the newspapers were enthusiastic over it. For, when the ad 'went in' to the papers just right, it paid the advertiser, and, here, as everywhere, in last resort, a pleased customer is the best ad of them all."

The oldest newspaper in Canada is "The Gazette"—Established 1778

The Gazette

MONTREAL

The only English morning daily in Montreal is "THE GAZETTE."

QUALITY COUNTS

IF THERE IS ONE PAPER IN THE GREAT WEST THAT SPECIALLY APPEALS TO THE READING PUBLIC

It's The Tribune

DAILY—AND FARMERS' WEEKLY

They have been in the field for 22 years and enter thousands of homes where no other paper is taken. You can't cover the Western Field without The Tribune.

AN IDEA

As long as Humanity continues to evolve new ideas there will be progress. The shrewd Business Man carefully considers all ideas, however radical and impractical they seem to be. The following short article from Advertisers' Bulletin is worth reading.

Every achievement must be an idea first—must be thought out, figured out and accepted first. Many a good idea has been lost because the first efforts to introduce it were futile. It wasn't accepted.

Some men who accept a new idea give it a short, unfair trial, and because it does not pay quickly, declare that it is no good.

The best ideas in the world have been worked out through many failures.

It takes some faith—a great deal of it—to get a new idea established, and it takes courage to meet the prejudice of men who are used to doing the thing the other way—the old way.

Every new idea that has come to the world has met with opposition.

Printing first had to be done secretly. The first man who ever carried an umbrella was stoned for it. The effort to introduce stoves met with stubborn resistance. The railroad, telegraph, telephone, typewriter, linotype machine and wireless telegraphy were opposed and ridiculed.

It is well for you as a merchant to remember these things when considering a new idea.

No one can calculate what an idea is worth in your business.

If it wasn't for ideas you wouldn't make a cent.

Times are changing and new ideas of merchandising are daily coming. They are certainly worth considering by you. Worth it;

Tea Time Talks
Tea Spoils with Age
No tea is fit to drink after it is two years old. That is the age limit of tea quality and benefit. The best tea is the freshest.
"Salada" Tea owes much of its world-wide reputation to its sale fresh from the plantation. The leaves are fresh picked every week the year 'round; then dried, sorted and packed in air-tight lead packages. Every five weeks a new picking of "Salada" comes fresh from plantation to purchaser.
Bulk teas, carried year after year, lose their freshness.
SALADA
TEA
Yearly Sales Over 20,000,000 Packages
Ask your grocer for "Salada" Tea or send for a free trial package which makes 25 cups of delicious tea. We will mail it to you without charge. Say whether you use Black, Mixed or Green Tea and the price you pay per pound.
The "Salada" Tea Co.
32 Yonge Street
Toronto

Good tea advertising

because ideas are the corner-stones of your profits.

It is never well to say to yourself, "I am making money, doing it this way. The old way is good enough for me."

It is better to say, "I'll look into this new idea. If I think it is good I'll adopt it. Precedent be hanged."

Always keep your latch-string out for an idea.

Goes into the Homes

THE "TIMES" Special Canadian Press Wire taps the world's news.

Railway, Ticket and all kinds of Job Printing. We are sure we can please you.

THE "TIMES" is the paper for you to use FOR RESULTS.

The Daily thoroughly covers Hamilton and district and is bright and up-to-date. The Semi-Weekly goes into the homes of the Farmers of Ontario and the North-West.

"TIMES" HAMILTON ONTARIO

THE EDMONTON JOURNAL

The Journal carries more local, classified and foreign advertising than any other paper in Edmonton and at a higher rate.

MORNING
EVENING
WEEKLY

The Journal is read thoroughly because it is complete in daily news and special features. :: ::

The Journal publishes each month a detailed, sworn statement of a circulation greater than that claimed by any other Edmonton paper and endorsed by the Association of American Advertisers of New York.

M. R. JENNINGS - Editor and Managing Director
J. MacLAREN - - - Advertising Manager
EDGAR J. GUY, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

$14,000,000 FOR ADVERTISING

Fourteen million dollars for advertising during 1911. *Two dozen American firms have determined to invest that amount. Without considering the Harriman appropriation it is easy to explain the rapid progression of American Industries*

One and a quarter million dollars for advertising the resources of 10,000 miles of railroad in one year is the answer of the directors of the Union Pacific and Southern Pacific systems to the calamity howler. This remarkable appropriation, the largest by far in the history of railroad advertising, spells prosperity in capital letters for the United States in the next twelve months, for this stand in favor of aggressive but judicious advertising has not been taken without careful and conscientious weighing of the business, the crops, the emigration, the rate decision and all kindred problems which have direct bearing upon railroad and, incidentally, upon national prosperity, says the *Chicago Examiner.*

"The $1,250,000 that will be spent for advertising," said one of the high officials of the Union Pacific, "will be divided between the Union and Southern Pacific, the latter getting three-fifths and the former two-fifths of the amount. A large share of it will be devoted to newspaper advertising. Most of it, of course, will be spent in the United States, but a considerable sum will be used in showing the people of other countries the advantages of living in the Western part of these United States."

Following are corporations and firms making large annual advertising appropriations, by far the greater proportion of the amounts being used for newspaper and magazine advertising:

Union Pacific and Southern Pacific	$1,250,000
National Biscuit	1,000,000
Standard Oil	1,000,000
Sears, Roebuck	1,000,000
Coca Cola	1,000,000
C. W. Post	600,000
Gold Medal Flour	750,000
Van Camp	500,000
Quaker Oats	500,000
Anheuser-Busch	800,000
Kellogg Corn Flake	300,000
Spiegel-May-Stern	300,000
American Tobacco	250,000
Armour Company	250,000
Oliver Typewriter	250,000
Gold Dust	300,000
Goodyear Tire	300,000
Karo Corn Syrup	250,000
Ivory Soap	250,000
Cluett, Peabody	200,000
American Radiator	250,000
New York Central	250,000
Pennsylvania Railroad	250,000
Aeolian Company	200,000
Chicago & Northwestern	150,000
Chicago, Milwaukee & St. Paul	150,000
Prudential Life	150,000
International Harvester	100,000

* * *

This buying of space undoes us.

CANADA

— Has One —

Agricultural Journal

that asks to be measured by its editorials, specific information given, general get-up, quality of paper and class of illustrations used, yearly subscription price, and age of publication.

THE

FARMER'S ADVOCATE

— AND —

HOME MAGAZINE

established 1866, has the largest circulation of any agricultural paper in Canada and is the only weekly agricultural journal commanding a subscription price of $1.50 per year. It is taken by the most progressive farmers in every locality, who have money to spend for good articles.

Send for sample copy and advertising rates.

ADDRESS THE

William Weld Co.

Limited

London - - Canada

Look at our Circulation Now

Note that our Circulation from October 15th, 1910, to January 21st, 1911, increased by **more than 6,000 subscribers** — fully paid-up, not deadheads. This was the result of an energetic canvass throughout B.C. and the good work is still going on.

Because the "SATURDAY SUNSET" is published in Vancouver, does not mean that it is a local paper. It is a provincial paper and is recognized as such by our advertisers.

Send for our sworn Circulation statement. **It will** interest you. We **guarantee** a paid-up Circulation of over **15,150 each week.**

It is read in every city, town and hamlet in the Province by the best people. It is a family paper. Read by young and old. It is not a newspaper. It is a Review of the week's happenings.

It is well established because it is quite independent, fearless, and tells the truth about things.

The Saturday Sunset

Vancouver, B.C.

PERSONAL NOTES

The *Mail and Empire's* complete circulation statement for the year 1910 appears on the "Double-Spread" of this issue. Publishers are beginning to realize that the advertiser has a right to know not only exact circulation, but also *exact distribution.* The big Conservative Daily was one of the first papers in Canada to recognize the wisdom of making out complete Distribution as well as Circulation statements, and *the weekly sworn statement* is something new in the annals of newspaperdom. This signed and sealed weekly statement appears every Tuesday at the top of the editorial page.

* * *

The *Winnipeg Free Press* controls its own delivery service in the Western Metropolis. It employs 257 regular carriers and 120 assistant carriers, making a total of 377 carrier lads on the Pay-Roll. The carriers are not permitted to do the collecting of subscriptions, this work being performed by an independent staff of collectors. The *Free Press* maintains two expensively equipped branch offices, one in the north and the other in the south section of the city, a capable manager, and full clerical staff in charge of each.

* * *

Mr. Fred. S. Best, who has been connected with the Ontario Publishing Co. (publishing the *Canadian Magazine* and *Canada Lancet*) for the past seven years, has been appointed Assistant Manager. Mr. Best has travelled extensively on this continent. Three years ago he spent six months abroad, and should be well equipped for his new duties. Mr. T. Wilbur Best was at the same time appointed Advertising Manager of the company, having been connected with it for over a year, during which time he has done excellent work. Previous to joining the company he spent 3 years in the Banking Department of the Canada Permanent Mortgage Corporation. Both are sons of T. H. Best, Managing Director of the Ontario Publishing Co., Ltd.

The Martin-Senour Co. of Montreal are carrying on what ought to prove a very effective campaign in the Farm papers. Just why paint companies have stuck so long to ultra-expensive, "Direct Appeal" Advertising would be hard to explain. It's a certainty

An attractive ad of a good series now running in Farm Papers

that a strong Consumer campaign conducted through the magazines and newspapers of Canada would be less expensive and far more effective.

* * *

The February issue of *Busy Man's Magazine* is the last under that name. In future it will be known as *Maclean's Magazine.* This does not mean that the qualities that made *Busy Man's* so successful are to disappear. They are to be retained. When the magazine was first issued, it was purely a reprint. Then the name *Busy Man's* was an appropriate one. As the demand for Canadian articles increased, space was devoted to original Canadian specials. This space was gradually increased, until to-day it is the main feature of the publication. Anyone who has watched the growth of the magazine cannot fail to have been impressed with the rapid strides it has made. Under the new name, *Maclean's Magazine* should make even greater progress.

* * *

One of the most interesting changes in the trade newspaper field for some

time has been the taking over by the Acton Publishing Co. of the *Dry Goods Record*, with Geo. E. Fraser, of Montreal, and M. J. Hutchinson and T. J. Tobin, of Toronto, as partners in the paper, and W. R. Ralph as head of the art and copy department. Mr. Hutchinson resigned his position as manager of the *Dry Goods Review* to accept an interest in the *Record*. Mr. Fraser was manager of the *Dry Goods Review* up till a little over a year ago, and Mr. Tobin, latterly manager of the *Canadian Grocer*, was advertising manager of the *Dry Goods Review* three years ago. Mr. Ralph, up to the time of joining the *Record*, was in charge of the art and copy department of the Maclean Publishing Co.

After getting out the March issue of the *Dry Goods Record* in an entirely new dress, the Acton Co. announced the publication of a new paper, "Ready-to-Wear," devoted to the ladies' garment industry. The first issue will be out March 15.

In addition to the assistance of various buyers who are regarded as authorities in their different departments, Messrs. Fraser, Hutchinson and Tobin have been joined by R. Perry, lately with the Robert Simpson Co., Toronto. Mr. Perry will be occupied entirely with editorial development of these two papers.

Burba's Darts

Agricultural Advertising

It takes the good dog, Advertising, to keep the wolf, Competition, from the door.

* * *

The manufacturer is known by the advertising company he keeps.

* * *

The strength of an appropriation lies in the well-spending of it—not in the size alone.

* * *

Put your faith in the ad. and don't look sad.

When you would put off till tomorrow just tell yourself that your rival is doing it to-day.

* * *

A dollar spent in time saves nine. Advertising postponed has to be met with accrued interest.

* * *

Other things being equal, the man sells the most goods who most frequently and most persuasively asks people to buy. It pays to ask. —*Geo. Ethridge.*

* * *

Prestige is the most powerful entering wedge to open the doors to complete and continued success. Advertising is, in the last logical analysis, the Base, Foundation and Building Ground for Prestige.

* * *

Do not long to swap troubles with your neighbor. You would find his more irksome than the kind you have always had.

* * *

You could start a panic by yelling "fire" in an asbestos ice box. You can precipitate trouble by talking hard times in a prosperous community.

* * *

It is not the amount of work you do, but the results accomplished that measure your value. The horse with the most lather may not be pulling a pound. He may be fretful, or he may be just overfed.

* * *

People who seldom speak are sure of an audience. Did you ever notice how a cricket keeps you awake in the country? That is because he is surrounded by silence.

It Costs You Nothing

You *can* get the best advertising agency service in Canada without putting up a dollar.

Ask us *how* and *why* and we'll show you.

Our business methods will be candidly explained to any manufacturer.

Proofs of what we have done and are doing for others will be submitted for *your* consideration.

We *can* save you money.

It costs nothing to find out.

The consideration of our claims places you under no obligation. We do not ask you to believe them—*we simply ask you to consider them.*

A dozen large national advertisers believe our service incomparable. It would pay you well to know exactly *why they believe* in our methods. It costs nothing to know. Write now.

WOODS-NORRIS, Limited

Mail Building, TORONTO

The Globe
TORONTO.

A Record February for The Globe

The biggest February in advertising and in circulation in the history of The Globe! That is the story the records show for 1911. The February just closed is over 250 columns greater in advertising than that of February, 1910, and about 450 columns greater than 1909. Circulation shows an increase of about 7,000 copies per day over that of two years ago, or almost 6,000 more than the highest point ever previously attained by The Globe.

This remarkable increase in advertising and circulation is due entirely to the increasing appreciation of The Globe on the part of the public, both as a newspaper and as an advertising medium.

CANADA'S
NATIONAL
NEWSPAPER.

APRIL — 1911

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING - - TORONTO, CANADA

The Toronto Daily Star

Will Tell Your Story in 72,000 Homes Every Evening

February Circulation

I, William Argue, Circulation Manager of THE TORONTO DAILY STAR, do solemnly declare that the following statement shows the net circulation of THE STAR for each day in the month of February, 1911:

Feb. 1....	72,067	Feb. 16....	72,893
Feb. 2....	71,677	Feb. 17....	72,230
Feb. 3....	71,717	Feb. 18....	75,581
Feb. 4....	75,187	Feb. 19....	Sunday
Feb. 5....	Sunday	Feb. 20....	72,593
Feb. 6....	69,337	Feb. 21....	72,539
Feb. 7....	72,123	Feb. 22....	73,111
Feb. 8....	72,758	Feb. 23....	72,738
Feb. 9....	72,516	Feb. 24....	72,063
Feb. 10....	71,931	Feb. 25....	75,178
Feb. 11....	74,981	Feb. 26....	Sunday
Feb. 12....	Sunday	Feb. 27....	72,637
Feb. 13....	72,063	Feb. 28....	72,181
Feb. 14....	70,914		
Feb. 15....	72,479	Total	1,743,494

Net Daily Average 72,645

Further, that THE STAR'S circulation figures are net; all damaged, sample and return copies have been omitted.

And I make this declaration conscientiously believing it to be true, and knowing it to be of the same force and effect as if made under oath by virtue of the Canada Evidence Act.

Declared before me at the City of Toronto, in the County of York, this 6th day of March, A.D. 1911. } WM. ARGUE

JOHN MITCHELL
A Commissioner in H.C.J.

THE STAR'S SWORN NET CIRCULATION IS

72,493

This is practically 20,000 more net circulation than any other Toronto paper has. The Star will bring your message into these 72,493 homes every evening when there is time to read the paper and discuss its contents.

The Star has both quality and quantity and you cannot sell in this immense market place unless you advertise in its columns. The Star is selling publicity cheaper than any other paper published in the Dominion of Canada.

The Star Printing & Publishing Co.

LIMITED

18-20 King St. West, Toronto

A Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

T. Johnson Stewart - - - - - - - - - - Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	120.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 4. Toronto, April, 1911. No. 4

Straight Talks

ORIGINALITY

IT is just possible that most of us are less original than our works declare. How much significance one should attach to the plaint of those whose ideas have been adapted, borrowed, swiped, or stolen, must remain a profound problem. Because there is no such thing as entire and undisputed originality. The recorded experiences of humanity preclude the possibility of one becoming dangerously original. Wittingly we advertising men borrow from the product of the centuries and when we imagine that we are original we are only borrowing unconsciously. Even the unchronicled ideas of the fathers are flung right down through the ages. We paint the picture as we see it, and according to our ability, but a thousand souls have painted the same picture before.

We can only be relatively original.

Theoretically the writing of advertisements demands originality and practically vetoes it. The arrangement of our arguments may be radical, but that arrangement must be logical. This writer may see a splendid illustration for his argument in a battleship proudly plowing through the foam.

A dozen writers may consider the same illustration as apt and splendid for a dozen different arguments. Because others do not see with our eyes, hear with our ears, understand with our understanding, at the self-same moment, in the self-same way, is no good reason why we should accuse them of plagiarism if we should happen across what seems to be adaptations of our ideas.

MONTREAL vs. CALGARY

PASSENGER TICKETS on the C.P.R. sold in Calgary exceed in value the sales of tickets at the Main Ticket Office of the Company in the Windsor Station at Montreal! Rather a startling statement, but a Railroad man who is supposed to know what he is talking about is responsible for it.

Calgary can point to other figures just as startling. Four years ago, according to the police census, it had 21,000 inhabitants. To-day Calgary boasts of a population exceeding 50,000.

The Eastern Canadian manufacturer has a growing appreciation of the importance of the Western market, but he is not taking full advantage of his opportunities if he is not reaching the consumers in that market by advertising in the daily newspapers of Western Canada, and particularly in

The Winnipeg Free Press

THE GREAT DAILY OF THE WEST

Any of the Advertising Agencies of Canada will be glad to submit for your consideration a plan of publicity to cover Western Canada.

EDGAR J. GUY, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

If we could copyright events we would have only one history of a nation every quarter of a century. McCarthy's History of our Own Times will not prevent Professor Seely from acting the part of a modern reporter. Adam was the only original man in all recorded history, and Eve thought differently. But he alone had the chance.

Some advertising ideas are quite apparently adapted—others deliberately stolen. That isn't as it should be. While most consider adaptation lightly, a majority of advertising men wisely refrain from "straight swiping." Simply because it is not good policy.

The world, with some reason, calls Mr. Edison the most original man of his age. Edison is too wise to believe the almost unanimous voice of his fellows. He knows he is the greatest borrower old Nature ever knew, and he unblushingly admits it.

The earliest known philosopher modelled his doctrines on the opinions of his unknown fellows. These doctrines have been refined, burnished up or rejected, and only rejected because they gave birth to broader and more humane teachings.

Shakespeare adapted Peele, Green, Marlow, Beaumont and Fletcher, and made humanity richer.

Darwin went into the silent places of the world with his father's ideas and a microscope and modern scientists have been adapting the author of "The Origin of Species" ever since. Even the mild and intellectual Doctor Henry Drummond made a strenuous effort to carry natural law into the spiritual world and failed. The adaptation did not work out logically.

We are all adapters and fashioners of ideas. That's just as it should be. The moment the race ceases to profit by the experiences of humanity, the total eclipse of knowledge will have begun.

It is too much to expect advertising men—men groping in the morning light, and merely on the threshold of their profession—to be original. That's where we all stand. Adapt ideas in the production of effective copy we must.

There is no other way.

* * *

WORKING IN HARMONY

Successful advertising demands collaboration between the advertiser and his agency. They must work in harmony to attain the maximum results at the lowest cost. Both have a great amount of specific knowledge and, in some cases, more of it might be profitably utilized.

LARGEST FRENCH WEEKLY PAPER IN CANADA

IF YOU ARE DOING BUSINESS

In Montreal or the Province of Quebec, and not advertising in La Presse, you are depriving yourself of a large amount of profitable business in this field that would otherwise be yours.

The Largest Daily Circulation in Canada,—audited and guaranteed by the Association of American Advertisers, listed and guaranteed in "Printers' Ink" Roll of Honor, and proven by various other means to the complete satisfaction of every advertiser,—places La Presse absolutely in a class by itself as a medium for reaching the French-speaking people of Canada and bringing profitable results.

A small monthly magazine called the "Advertisers' Bulletin" supplying exactly the kind of information you want about Canadian business conditions and methods, and many valuable facts, figures, ideas, suggestions and other information, will be sent regularly, if you mail the attached coupon, filled in with your name and address. It will place you under no obligation of any kind and you will find the "Bulletin" useful and interesting. See coupon below.

Let us supply you with full details as to the circulation, distribution, rates, etc., of La Presse and we guarantee to show you a paper that is without an equal or even a close competitor in its field, as a medium for profitable advertising.

Address your letter to the Advertising Manager.

LA PRESSE

DAILY - - - - - WEEKLY

MONTREAL, CANADA

IMPORTANT NOTE FOR ONTARIO MANUFACTURERS

Manufacturers in Toronto and throughout the Province of Ontario, who wish to increase their business in the Province of Quebec, will find the Ontario office of La Presse, 152 King Street west, Toronto, of great service and convenience in many ways. Mr. H. W. King, Ontario representative of La Presse, is in a position to furnish special information, service and assistance to firms that are interested in securing the trade of the great French-speaking population of Canada.

Editor "Advertisers' Bulletin," 51 St. James St., Montreal. Send "Bulletin" to

Name.....

Firm.....

Address.....

CUT ALONG DOTTED LINE

100,000—Largest Daily Circulation in Canada Without Exception—100,000

100,000—Montreal's Greatest French Home Newspaper—100,000

CANADA'S NATIONAL FRENCH NEWSPAPER

The manufacturer and his lieutenants know their distribution and the possibilities of their business fairly exactly. They have, or should have, a good working knowledge of the volume of business done by competitors. Their knowledge of territorial conditions should enable them to foresee difficulties. And it is more than probable, it is quite possible, that if such difficulties were frankly discussed with the agency they would never materialize.

There is still an amazing lack of real working harmony between the sales organization of some manufacturers and their advertising agents. That this has given way to a closer co-operation and a clearer appreciation of each other's helpfulness in many cases, cannot be disputed. But there is plenty of room for more effective collaboration.

Difficulties should be discussed freely. Conditions prevailing in different territories, however transient, should be made known to the agent immediately. The advertiser's roadmen should keep the agency posted either directly or through the business office of the manufacturer. Agency men are not seers. The knowledge they possess regarding advertising should be applied more frequently to *existing* conditions. The more this is done the more scientific advertising will become.

* * *

TRADE ADVERTISING [2]

Trade advertising is the elementary step in any judiciously planned campaign. The advertiser's primary business is to capture the voluntary and hearty co-operation of the dealer. To ignore him entirely and go straight to the consumer is never the best business policy—however effective a campaign may otherwise seem to be.

Three things are essential before one can use a trade journal effectively. Its circulation must be known in round figures. An exact statement of its distribution in different territories would be valuable. And the publisher should be prepared to furnish proofs that his journal is read by a reasonable percentage of those who subscribe for it.

A study of the advertising pages of most trade papers reveals the fact that a majority of advertisers attach little or no value to trade paper space. 75 per cent. of the copy appearing in the trade press is not fit to print. Hence the value of the trade paper as an advertising medium is practically unknown.

Let a live trade paper cover its field thoroughly—let its reading pages be brimful of interest to its subscribers—let it show them how

"The Publisher who believes in advertising for others, but not for himself, is a lop-sided spectacle."—*John Lee Mahin.*

WHEN the roll of Advertising Publishers is called *The Canadian Century* will be found very near the top. The Canadian Boy campaign, now running in the newspapers and periodicals of the Dominion, is making a powerful appeal to discriminating readers all over Canada, and will undoubtedly add thousands to the substantial subscription list of *The Century.* Mr. Advertiser! figure out for yourself the wisdom of buying space in

The Canadian Century

the Home Weekly that is already challenging the supremacy of the biggest and best Weeklies published on this continent, as far as literary standard and advertising carried is concerned. Ask your agency for the reasons of *The Century's* rapid development.

WRITE FOR SAMPLE COPY.

THE CANADIAN CENTURY
A. E. Dean, General Manager
MONTREAL

to build up better businesses, and you have an advertising medium easily worth double the price any commercial publisher charges.

Like Adam, the trade press has never had a chance.

Talks have been printed in its publicity pages—alleged advertisements—that would have caused the immediate discharge of any salesman discovered uttering them to a customer. Yet the advertiser, week after week, month after month, will fling such stuff in the face of a majority of his customers and call it trade advertising. Of course it isn't advertising at all.

The writer would be in favor of boosting the price of trade paper space about 100 per cent. People never appreciate what they get for next to nothing.

The business manager of a trade paper will have an unenviable fight until he convinces his clients of the extra value of space in a class journal, and the absolute necessity of filling that space with the product of the best brains in the advertising business.

Space in a specialized paper filled with extra special, terse, strong selling copy should certainly be a powerful business producer. But that kind of copy cannot be produced in a hurry. It takes time. It costs money. And the day is coming when it *must be had* at any reasonable price.

White space is not advertising. It is only the vehicle for selling facts. Get the right copy into the right trade paper and you have as effective advertising as money can buy.

* * *

BASIC TRUTHS

Successful advertising pre-supposes two things: The first essential is high-grade goods, and the second is a market ready to be tapped, or capable of being created. In itself advertising is nothing. Only inasmuch as it is related to the marketing of the world's goods and the progress of humanity is it worthy of our attention. The more scientific advertising becomes the less will the nations clamor after tariff revision. No government can erect a tariff wall that effective advertising will not batter down. Our manufacturers must master this irrefutable fact sooner or later. Reasonable imposts cannot save domestic industries, because the rapid development of Canada means comparative wealth for a majority of our citizens. And they'll simply buy the goods they know, or think they know, to be the best—whether these goods be the product of the domestic or the foreign manufacturer.

Your Advertisement will be Read

if the publication in which it appears is read. The effectiveness of your advertisement depends on the value of the paper containing it to the reader.

The Superiority of the Maclean Publications

lies in the character of their editorial contents, the live interest in matters of public and professional moment, the fearless statement of facts and the careful research back of every article published.

A competent staff of editorial writers give the reader a paper for which he readily and willingly subscribes and which he considers indispensable in his business.

A Force of Circulation Men

are daily increasing the value of these papers to the advertiser by increasing their circulation in every corner of the Dominion.

Among the Maclean publications you will find the paper or papers that will suit your purpose whether you appeal to the dealer or consumer or to both.

THE

Maclean Publishing Co., Limited

Office of Publications, 143 UNIVERSITY AVE., TORONTO

Offices in Montreal, Winnipeg, Vancouver, London, Eng., New York and Chicago

PUBLISHERS OF

Canadian Grocer	Hardware and Metal	Dry Goods Review
Printer and Publisher	Canadian Millinery Review	Bookseller and Stationer
Plumber and Steamfitter	Maclean's Magazine	Canadian Machinery
Power House	Farmer's Magazine	The Financial Post
	Canadian Foundryman	

Every strong European or American manufacturer who surveys this wide Dominion understandingly and follows up his survey with aggressive advertising is doing more to develop our domestic industries than some good people afflicted with political predilections would care to admit. A perfect product properly advertised is bound to command a permanent market. Once the manufacturer makes known its virtues the tariff is no impenetrable barrier. Some day our manufacturers will spend more time in the offices of their advertising agents instead of dallying in the lobbies of legislatures. And it will pay them better.

The primary essential of successful advertising lies in the product advertised. Before casting reflections on the ability of advertising men or the circulation of media it is well to know positively that your product is good. It must compare favorably with competing lines. Success is very certain if it is just a little better.

A careful study of selling arguments considered from the buyer's point of view always pays. Copy should not be written according to the standards of either the ad man or the manufacturer, but according to the standards of the adreaders we wish to interest. Avoid mere cleverness. Originality is commendable. It is seldom possible. Only a few men can create. And as if the gods had predetermined to level up opportunities, few originators profit most by their brilliant ideas. The man with an artistic temperament follows up the work of the creator of things, elaborates and burnishes them up and makes them all pure gold.

The consideration of quality as well as quantity of circulation does pay. Let us illustrate the point without referring to Canadian media. Space judiciously used in the Chicago *Examiner* might stimulate the sales of chewing tobacco. It is doubtful if any amount of *Examiner* space would create a marked preference for either Steinway pianos or automobiles. The *Tribune* is the logical media for advertising first-class goods in Chicago. Even the dazzling, if erratic, brilliancy of Brisbane has failed to make any of the Hearst papers great from the class advertiser's standpoint.

Here, then, are positive facts universally accepted about advertising. The success of all advertising is ultimately determined by the quality of the article exploited. To paraphrase Abraham Lincoln—while some of the people may be gulled all the time, it is short-sighted policy to even try to fool all the people all the time.

Copy that creates an abiding preference for goods is never clever. Art illustrates the subject and stops right there. And the talk is written in the vernacular of the people we want to interest most.

EXPANSION

IN ALL DIRECTIONS

The Witness

"THE PEOPLE'S PAPER"
is Breaking all Past Records

In Advertising

42% Increase Over Last Year

In Circulation

An Increase of Over 2,000
Regular Daily Subscribers in
the Past THREE MONTHS

"Nothing succeeds like success." This is merely the commencement. Rates will surely shortly advance. Advertisers should use a liberal share of their spring appropriation with the "WITNESS."

MONTREAL - - QUEBEC

Send for Rate Cards and Sample Copies or consult your Advertising Agency

The quality of media must always be considered—is never ignored in successful advertising. And the campaign must be planned to fit the requirements of the business and operated in harmony with the selling organization. When these basic truths are observed, successful advertising is assured.

* * *

A REVELATION WORTH WHILE

Educating adreaders has been our theme every now and then. The lack of a clear portrayal of what advertising is and what it is capable of accomplishing has been painfully apparent to most students of scientific publicity for some time. This publication has been insistent on one point, viz.: That it is the plain duty of the publisher to make an effort to acquaint his readers with the very direct value of advertising to the consumer. The publisher is undoubtedly aware of his duty in this respect, but the task is no easy one. Numerous methods suggest themselves; but—there is only *one best method.* And since it has been recorded that I criticized a Lord and Thomas Canadian campaign not altogether impartially (which was untrue), I am pleased to state that the Chicago agents have hit on, what seems to me, *the one best method;* also that their revelation of the "Higher Advertising" is at once masterly and far-sighted. *The Saturday Evening Post* of April 1st contained a remarkable article, entitled "That Modern Aladdin's Lamp—called Advertising," with the apt sub-caption, "A Literature which Compels Action." Had that article been merely the announcement of a competing house it would have been well worth special notice as a sample of excellent advertising. But it was something *vastly more important* than that. It was the clearest and sanest revelation of what the Higher Advertising is—*its almost limitless possibilities*—that has ever appeared in print.

Some folks will be inclined to "call" my hand here. Let doubters read the article. They will discover that there is "a Literature which compels action"—a commercial Literature which is doing more for humanity than any other force on earth. This Literature is slowly but surely smashing the prejudice begotten of narrow patriotism, gradually pooling the interests of the nations and making war impossible. There is hardly anything in this world which the "Higher Advertising" cannot do or cause to be done. All honor, therefore, to those who reveal what it is—tell us exactly what it has done and what it is capable of doing.

YOU GET BOTH

Quality and Quantity

WHEN YOU USE

The Daily and Sunday World

With a combined circulation of

Over 80,000

Right in the City of Toronto nearly 40,000 "Sunday Worlds" are sold every week. On some of the best residential streets of the City over seventy per cent. of the homes are reached by "The Daily and Sunday World." If you want direct and certain results use this combination.

A POSTAL TO

The World Newspaper Co.

Limited - Toronto

WILL BRING FURTHER PARTICULARS

FINANCIAL ADVERTISING

The Bankers of Canada are humbly requested to read the following talk by J. W. Jarnagin, Publisher of the Cedar Falls Record. We believe this speech deserves wide Publicity.

We are living in an age of publicity. There never was a time in the history of the country when there was such a demand for a full and free exposition of the inner workings of corporations, commercial organizations and business copartnerships. This demand does not stop at commercial affairs, but it permeates every department of civic life. Municipal affairs which have been scrutinized under the glare of publicity have years ago brought to light the need of publicity. Publicity is the antidote of graft. Turn the sunshine into a rat-hole and it is a rat-hole no longer. If publicity is helpful in the various civic and commercial organizations, why may it not be applied with profit to ordinary business transactions? Advertising a legitimate business is one phase of publicity.

These preliminary observations are advanced in order that the subject of bank advertising may be approached from a different viewpoint than that usually suggested by the newspaper fraternity. Advertising is regarded as a hobby or an instinct with the craft, and in order to disabuse your minds of any intimation that personal interest prompts the suggestions here offered, I desire to talk of results rather than to advance theories. The Cedar Falls National Bank has a history and a review of this will serve an important purpose in the discussion of the topic assigned me.

When Frank B. Miller, cashier of this bank, began an advertising campaign a few years ago, he doubtless little realized that he was featuring a phase of publicity and promotion that was to attract not only the attention of the public tributary to Cedar Falls, but was to arouse the banking fraternity of the entire state to the importance of taking the public into your confidence and telling the people something of the inner workings of the institution. A half-page display advertisement from a banking house was an eye-opener, and when the people began to read the statements made for their enlightenment, banking became to them a different proposition than they had previously regarded it. There was a sentiment abroad in the land that a bank was away above the common people. It was an institution for the wealthy and for the money-changers, and the common herd were excluded from participation in it further than to step up to the teller and take up a note, or with fear and trembling seek a loan that was to tide them over some urgent difficulty, the relief being about as painful as the affliction. But when the farmers be-

The Acton Group of Trade Newspapers

An Idea and an Ideal

THERE is an Idea and likewise an Ideal behind the Acton Group of Trade Newspapers.

The Idea is that you should be able to buy advertising on exactly the same basis as you buy your raw material or any other class of merchandise. You should know exactly what you are getting. The advertising man who calls on you and asks for your business should lay on your desk the evidence to prove that he is offering you a real, definite selling service. We are carrying out this idea all through our business, and advertisers have been quick to show their appreciation.

The first part of our Ideal is to have each one of our papers under the editorial management of men having practical knowledge of the fields in which they operate—men who are qualified to make every issue of their papers possess a serious interest for the trade—men who are capable of getting such a quality of attention and interest from the trade as will make their papers uniquely valuable to you as advertising mediums.

The second part of the Ideal is to seriously and earnestly build up circulation to a point of thoroughness seldom reached. To this end we have reorganized our circulation department, and a staff of well-trained, salaried men has been assigned to the various territories. Carrying out our policy of giving advertisers information as definite as possible on all points of our proposition, we have been reproducing photographs of these men in recent issues of the different papers.

The Acton Group of Trade Newspapers comprises the following:

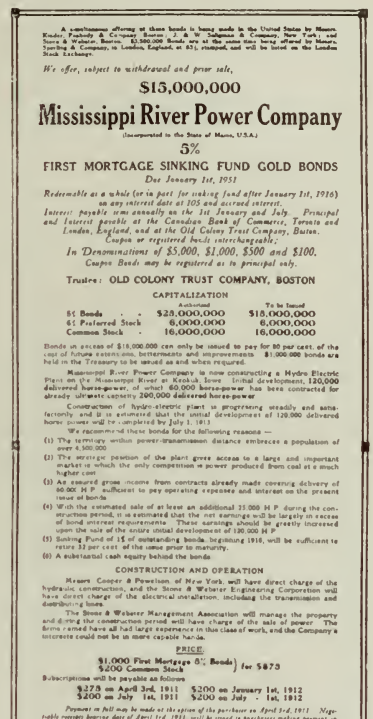
DRY GOODS RECORD
MEN'S WEAR
READY-TO-WEAR
SHOE AND LEATHER JOURNAL
FURNITURE JOURNAL
BAKER AND CONFECTIONER
PAINTER AND DECORATOR
Also Publishers of BUILDER AND CONTRACTOR

Acton Publishing Co. - Limited

TORONTO MONTREAL NEW YORK
CHICAGO MANCHESTER, ENG.

gan to study the advertisements in the columns of the local papers, they got an entirely different idea of the banking business and incidentally of the banker also. They discovered that the banker has something to put upon the market as well as the dry goods man or the clothing dealer. The appeal was made in bold type to get the saving habit, "get a pass-book" and open an account if only $1 were available. Week after week the good part a bank plays in a community was emphasized.

After Mr. Miller had aroused their enthusiasm and attained the confidence of the public in the justness of his cause, he began to take them into his confidence a little farther. The law compels banks to publish their reports, but the Cedar Falls National Bank made this compulsion a means to an end. It not only met the requirements of the law, but it went behind the scenes, so to speak, took the public into its confidence and told the people a great many things that the law did not require should be told. There were no bank secrets. Every detail of the banking business, its plans and purposes, its hopes and aspirations, were all given in such a fascinating manner and with such apparent good faith and sincerity, that the management of this banking concern became public property as much so as the conduct of any of the county offices in the courthouse. At the close of the year 1910, in a half-page display advertisement in the *Daily* and *Weekly Record*, there appeared a summing up of the business of a single year. Really it was none of the people's business, but Mr. Miller conceived the idea that the public ought to know



A conspicuous offering at these bonds is being made in the United States by Messrs. Kissel, Kinnicutt & Company, Boston; J. & W. Seligman & Company, New York; and Stone & Webster, Boston. $3,500,000 Bonds are at the same time being offered by Messrs. Sperling & Company, in London, England, at 83, resulting, and will be listed on the London Stock Exchange.

We offer, subject to withdrawal and prior sale,

$15,000,000

Mississippi River Power Company

(Incorporated in the State of Maine, U.S.A.)

5%

FIRST MORTGAGE SINKING FUND GOLD BONDS

Due January 1st, 1951

Redeemable as a whole (or in part by sinking fund after January 1st, 1916) on any interest date at 105 and accrued interest.

Interest payable semi-annually on the 1st January and July. Principal and Interest payable at the Canadian Bank of Commerce, Toronto and London, England, and at the Old Colony Trust Company, Boston.

Coupon or registered bonds interchangeable;

In Denominations of $5,000, $1,000, $500 and $100.

Coupon Bonds may be registered as to principal only.

Trustee: OLD COLONY TRUST COMPANY, BOSTON

CAPITALIZATION

	Authorized	To be Issued
5% Bonds	$25,000,000	$15,000,000
6% Preferred Stock	6,000,000	6,000,000
Common Stock	16,000,000	16,000,000

Bonds in excess of $15,000,000 can only be issued to pay for 80 per cent. of the cost of future extensions, betterments and improvements on $1,000,000 bonds are held in the Treasury to be issued as and when required.

Mississippi River Power Company is now constructing a Hydro Electric Plant on the Mississippi River at Keokuk, Iowa. Initial development, 120,000 delivered horse-power, of which 60,000 horse-power has been contracted for already; ultimate capacity 200,000 delivered horse-power

Construction of hydro-electric plant is progressing steadily and satisfactorily, and it is estimated that the initial development of 120,000 delivered horse-power will be completed by July 1, 1913.

We recommend these bonds for the following reasons —

(1) The territory within power-transmission distance embraces a population of over 4,500,000

(2) The strategic position of the plant gives access to a large and important market in which the only competition is power produced from coal at a much higher cost

(3) An assured gross income from contracts already made covering delivery of 60,000 H.P. sufficient to pay operating expenses and interest on the present issue of bonds.

(4) With the estimated sale of at least an additional 35,000 H.P. during the construction period, it is estimated that the net earnings will be largely in excess of bond interest requirements. These earnings should be greatly increased upon the sale of the entire initial development of 120,000 H.P.

(5) Sinking Fund of 1% of outstanding bonds, beginning 1916, will be sufficient to retire 33 per cent of the issue prior to maturity.

(6) A substantial cash equity behind the bonds

CONSTRUCTION AND OPERATION

Messrs. Cooper & Peverton, of New York, will have direct charge of the hydraulic construction, and the Stone & Webster Engineering Corporation will have direct charge of the electrical installation, including the transmission and distributing lines.

The Stone & Webster Management Association will manage the property and during the construction period will have charge of the sale of power. The firms named have all had large experience in this class of work, and the Company's interests could not be in more capable hands.

PRICE:

$1,000 First Mortgage 5% Bonds } for $875
$200 Common Stock }

Subscriptions will be payable as follows:

$275 on April 3rd, 1911 $200 on January 1st, 1912
$200 on July 1st, 1911 $200 on July 1st, 1912

Payment in full may be made at the option of the purchaser on April 3rd, 1911. Negotiable receipts bearing date of April 3rd, 1911, will be issued to purchasers making payment in whole or in part as above provided on that date. Receipts for bonds will draw interest on the amount paid at the rate of 5%, per annum and bonds and receipts will be exchangeable for permanent bonds when engraved and ready for delivery.

Receipts for common stock will be exchangeable for permanent stock certificates not later than July 1st, 1912.

BOARD OF DIRECTORS

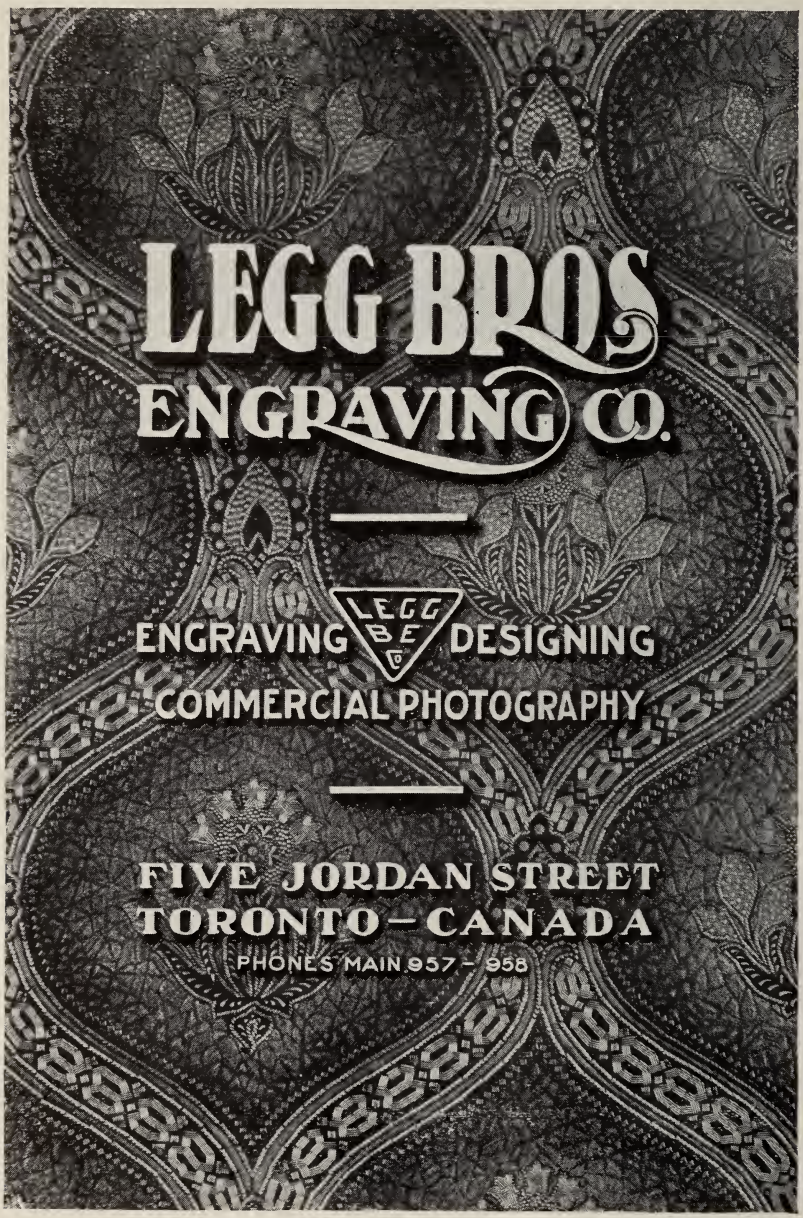
EDWIN S. WEBSTER, President — Stone & Webster, Boston, Boston
ELIOT WADSWORTH — Stone & Webster, Boston, Mass.
ALBERT STRAUSS — Partner, Kissel, Kinnicutt & Company, New York City
HUGH L. COOPER — Consulting Engineer, New York City
CHARLES P. WALLACE — Stone & Webster, Boston, Mass.
JUDGE WILLIAM LOGAN — Kentucky, Iowa
ROBERT WINDSOR — Kissel, Kinnicutt & Company, Boston, Mass.
ALEXANDER LAIRD — General Manager Canadian Bank of Commerce, Toronto, Canada
G. A. MORROW — Vice-President The Dominion Securities Corporation, Limited, Toronto, Canada

DOMINION SECURITIES CORPORATION LIMITED.

26 KING STREET EAST TORONTO — LONDON, ENG. — CANADA LIFE BLDG. MONTREAL.

Good financial copy

of it, and the community ought to know what this one banking house meant to Cedar Falls and the surrounding country, so with glaring headlines like the blast from a

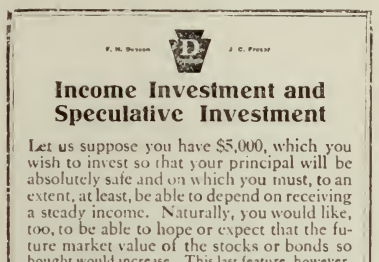

LEGG BROS
ENGRAVING CO.
ENGRAVING
LEGG BROS
DESIGNING
COMMERCIAL PHOTOGRAPHY
FIVE JORDAN STREET
TORONTO—CANADA
PHONES MAIN 957 - 958

bugle upon the ramparts of the city he gave the figures. The startling statement was made that the Cedar Falls National Bank in a single year had done business aggregating $14,000,000! This was summed up under the following heads:

Bank drafts sold during year	$ 1,228,486.06
Deposits received in 1909	5,066,180.09
Checks cashed in 1909	7,799,387.11
Total for year	$14,094,053.26

This immense business from only one of the three banks in the city was a revelation. It started people to talking, and they are at it yet. Bankers from other sections saw the statement, and they got to thinking. Newspaper men wrote *The Record* for information relative to the advertising the bank was doing, and thus people have become awake to the fact that after all a bank is much nearer them than they had ever dreamed. Did all this advertising pay?

It might not have paid if the bank had not been able to deliver the goods, but every claim made was substantiated by deeds of fulfilment and performance. The result of it all has been that the Cedar Falls National Bank has made a large place for itself in this entire community. People who formerly did their banking in other towns grasped the glad hand extended to them by this bank through its advertisements, and if anyone doubts the result let him study the reports submitted by this bank from time to time. The management of the bank, through its officers and board of directors, has been potent in giving business stability and prominence to the institution; the work and influence of the stockholders in boosting have not been without wholesome results, but above it all and beyond it all the unusual success that has come to the bank



Income Investment and Speculative Investment

Let us suppose you have $5,000, which you wish to invest so that your principal will be absolutely safe and on which you must, to an extent, at least, be able to depend on receiving a steady income. Naturally, you would like, too, to be able to hope or expect that the future market value of the stocks or bonds so bought would increase. This last feature, however, is of infinitely less importance than safety of principal and steadiness of income. That would be income investment.

Say, however, that you have $5,000, the income on which is not essential to your livelihood or comfort, but which you wish to so invest that by a rise in the stocks or bonds bought with it your principal will be materially increased. Dividends then become of less interest to you. Safety of principal you desire—it is of vast importance always—but you can afford to put your securities away in your safe deposit box and await an appreciable rise without bothering about immediate stock market fluctuations. This is speculative investment.

Can you, with an individual's necessarily limited knowledge of all conditions entering into security values, stability and present and pending market conditions, select alone and unaided the best investment for your purpose? A well-informed, conscientious and progressive investment house can assist your judgment.

Our Security Reports

are sent from time to time, as issued, to our clients and to those who, as possible investors, wish to keep informed on securities dealt in on all markets. May we not put your name on this list? It will obligate you to nothing and will be of undoubted value to you.

F. H. Deacon & Co.
Members Toronto Stock Exchange
Investments
97 Bay Street Toronto, Canada

Good financial copy

since its campaign of publicity was inaugurated can be traced in a large measure to its intelligent and comprehensive advertising campaign. There is no business enterprise anywhere that can gain more by an intelligent, truthful advertising policy than can banks.

This would seem an easy question to answer at a glance, and yet

"PAY DIRT"

¶ When it costs more to get the metal out of the ore than the values extracted it is a low-grade proposition, rejected by the wise.

¶ There are "Low-Grade" circulations among advertising propositions.

¶ Assay carefully the circulations offered, and select the "High-Grade."

¶ The purchasing power of one thousand readers of a HIGH-CLASS MORNING PAPER like

The Mail and Empire

if often greater than that of ten thousand of a cheaper class of circulation.

¶ The Mail and Empire prints no cheap noon and afternoon editions to boost circulation figures.

¶ Every copy is a morning paper and there's more PURCHASING POWER in The Mail and Empire's 46,000 than in that of any other circulation in Canada, large or small.

¶ It's all "High-Grade."

Sworn detailed statement of Actual Net circulation and distribution published at the head of Editorial Page every morning.

there are still many banks that do not appear to understand what advertising really is or what remarkable results can be obtained from it.

Bank advertising is a style of salesmanship by which banking institutions present their facilities, their functions, and the merits of their business to the public through the medium of advertisements in the newspapers, circulation of booklets, circulars, mailing cards, form letters, etc.

A few of the largest banks and trust companies have regular advertising departments under the management of skilled advertising men, who prepare the advertising copy for the newspapers, the booklets and other publicity literature, see that the matter is distributed where it will do the most good, and direct a follow-up system of correspondence which will create interest among the populace and bring in business.

Banks that cannot afford to have an advertising department, or are not large enough to maintain such a department, generally employ the services of expert bank advertising writers who prepare judicious and business-bringing advertising matter for them.

Personal solicitation for savings and commercial deposits is sometimes considered, and claimed to be, bank advertising, but it is practically more in the nature of a personal service and advertises a bank in the same way as salesmen advertise the firm they represent by selling its wares. It is not pure bank publicity, although sometimes represented as such.

Burba's Darts

The manufacturer who decides that he will put out honest, reliable goods and then trust to the system of being "advertised by his loving friends," will undoubtedly in time acquire a delightful little circle of "loving friends," but he will never live to see his trade-mark rated at a million dollars.

* * *

If you have a dollar to spend for advertising you can afford to spend ninety cents of it on your own education.

* * *

Just because the tortoise beat the hare, don't settle down to be a tortoise. Be a hare, but not that kind of a hare.

* * *

The most distressing thing about opportunity is that it lies just beyond a comfortable loafing-place.

* * *

One reason some people can't rest is because they don't work enough to become tired.

* * *

A critic is a fellow who can tell better how a thing ought to be done than he can do it himself.

* * *

You cannot measure the value of a man's work by the number of hours he sits at his desk.

* * *

The unlucky man is the one who puts on a chest protector and then gets hit in the back.

THE TELEGRAM
LATCH STRING IS OUT

Visitors from the East should inspect the new Telegram building when in Winnipeg—now second to none in the West. During the past year the interior of this well-known newspaper plant has been remodelled and equipped with the most up-to-date machinery available. In the new pressroom there has been installed, in addition to the 28-page Goss, a Hoe Sextuple Press, with the famous lightning folder. The latter is the fastest press in Western Canada, having a speed of from 25 to 50 per cent. greater than any other press west of the great lakes. By the addition of this latest type of printing machine The Telegram's press capacity has been almost trebled, yet this great expansion of press power is fully required to meet the rapid growth of the paper's circulation in Winnipeg and throughout the West.

The Telegram has outstripped every other paper in the field in the per cent. of increase in circulation and volume of advertising. Advertisers, whether in the Daily or Weekly, recognize the quality and exclusiveness of The Telegram circulation. Here is a sample of what advertisers say:

A PAPER THAT COVERS ITS FIELD

The Western Canadian Townsites, Limited, Vancouver, B.C., published a 70 line Ad four times in The Telegram and this is what the secretary-treasurer, Mr. Sutherland, writes: "We received up to date a total number of replies in the neighborhood of 250, covering the territory from Fort William as far west as Revelstoke, and as far north as Prince Rupert and Edmonton."

This is further evidence that The Telegram covers its field thoroughly and gives advertisers a service second to no other paper in the west.

Guaranteed Circulation Daily **36,000**
Farmers' Weekly Telegram **30,000**

The Telegram, Winnipeg

ADVERTISING THE BENEFITS OF ADVERTISING

When the Halos are handed out to advertising men, Mr. E. C. Patterson, Collier's Weekly, should get a bright and shining one. His Weekly Letter on Advertising is doing much to dispel the still healthy notion that Advertising adds to the cost of merchandise.

It's a far cry between advertising as it is known to-day and what it was a short ten years ago. A million ideas have been evolved, resurrected and burnished up—all for the purpose of increasing the volume of advertising. Advertising scouts, with varying degrees of knowledge, have beat up the highways and hedges, and even the strange corners of the earth, for the purpose of liberalizing the conservative business man—making him realize the immense influence advertising has on his commercial welfare, whatever he may think to the contrary. Splendid missionary work has been accomplished, but after all *the tumult and the shouting*, it is beginning to dawn on the advertising student that a great deal of nervous energy has been wasted.

There's a homely old saying that illustrates the situation exactly, viz.: "You may lead a horse to the water, but you can't make him drink." But, believe me, the horse will drink gladly if he's thirsty.

An alarming amount of probable advertisers—men who reluctantly admit a wobbly faith in advertising—are not thirsty for more business. Because advertising men and publishers alike have failed to point out to the consumer *the many advantages flowing from advertising*. In other words—*the consumer does not know that buying unadvertised goods is a gamble purely and simply in* 90 *cases out of* 100.

E. C. Patterson, the able advertising manager of *Collier's Weekly*, has been the most aggressive and consistent educator of the consumer up till now. The adreader can hardly miss his illuminating talks on the benefits advertising confers on the consumer. His "Weekly Letter to Readers on Advertising" always contains convincing and conclusive reasons why we should extend a preference to advertised merchandise. Undoubtedly his letters have created many discriminating adreaders. They must have conferred decided advantages on Collier's Advertisers—on Advertisers in general. And they must have increased the value of Collier's space by 50 per cent. at least. But—these letters appear in the wrong department of the big weekly. Shouldn't they appear on the editorial page ?

DOES THIS APP

BEFORE the Battle of Waterloo, two young English gentlemen horrified their friends by going into the soap business—*trade was undignified in those days.* The partners knew nothing about the manufacture of soap; but, having a considerable amount of capital—2 to 1 in favor of the senior member of the firm—they bought the services of men who had reduced soap making to a science, *and prospered.*

In two years they had made *serious assaults* on the trade of old-established competitors.

At the end of the third year the junior partner was convinced that there was *only one best toilet soap on earth—their soap.*

And he said to the senior member of the concern, "John! we are making *the best soap the world has ever known.* Let's tell the world *that* simple fact—through advertising.

John was astounded at the audacity of the proposal.

Bad enough that a few friends should know that he drew a princely income out of the soap business, but to *advertise* the fact—*that was too much for John.*

The junior partner was a persistent fellow.

He believed that *the best soap in the world* should have the biggest sale of any soap in the world.

He stuck to his guns, and dignified John only saved himself from universal ridicule by buying out his partner's interest in the business.

WOODS-NORRIS LIMITED - Adv

ŁAL TO YOU ?

All went well with John for one year more.

Then the name of a new toilet soap was *razenly blazoned* abroad.

For years, *every shilling the new firm could pare was invested* in publicity.

Crude *that* advertising may have been, but to-day *that oilet soap has the widest sale of any soap on earth.*

* * * *

Mr. Manufacturer! there is *only one best* product in any ne manufactured in Canada. You may manufacture nderwear, ready-to-wear clothing, cigars, furniture, car-ets, heating systems, incubators, threshing machines, our or candies, but you can take our word for it, there is *nly one best product* in each line of manufacture in this Dominion.

If you have *reasons* for believing your product best in our particular line, we would like to show you what *a arefully thought out* advertising campaign would do for ou.

More than a few National Advertisers are kind enough o say that our service is *the one best agency service* in anada.

We are inclined to think they are right, but—We would ke you to judge for yourself.

tising - Mail Building, TORONTO

MUNICIPAL ADVERTISING

It is time a few Canadian cities advertised as consistently and systematically as a large number of American cities are doing. An article by Chalmers Lowell Pancoast in Agricultural Advertising.

The right kind of advertising—the truthful, conservative kind—is the greatest asset of a growing town or city.

When a city begins to tell its story to the world, care should be taken that the story is timely, consistent, plausible. A city's advertising story should be pertinent, persistent and institutional.

The city of Des Moines is taking an active lead in city advertising. Des Moines, it is said, will spend $12,000 on her advertising campaign next year. This is exclusive of what it costs to maintain the Des Moines plan of municipal government.

Does it pay? Of course it does, or this city, guided by men old in advertising experience, would not be spending money for publicity.

The Greater Des Moines committee has become famous for its ability to accomplish big things.

Publicity of big proportions has created a new spirit of "progress" in Des Moines. In this city the Booster Habit is an Accomplishment. The story of how Des Moines awoke is of vital, picturesque interest. It is a long story and one which deserves more space than can be given it here.

Briefly, the plan devised and carried out is, in the opinion of municipal advertising men, a model plan for other cities to follow.

Des Moines is the first city to institute an advertising campaign covering a particular period of years. It has adhered to its original plan and pushed it through

There is an "Office Specialty" Filing Cabinet for Every Business Record
No matter what your business may be, or what records you keep, there is an "Office Specialty" Stock Filing Cabinet that will fit your exact requirements. The "Office Specialty" line includes over 100 Filing, Record Keeping and Storage Cabinets in both Sectional, Half Sectional and Solid Construction in Wood. We also make a large line of Cabinets in Steel.
The Cabinet in the illustration is used for filing Legal Blanks and Stationery. This Cabinet has 10 double Drawers, and is exceedingly convenient when placed close to the stenographer's desk. This is only one of the many examples of how "Office Specialty" Filing Cabinets will simplify the work and save time in your office.
If you are not convenient to any of our Stores, phone or write for complete "Office Specialty" Filing Cabinet Catalogue. You will save money in buying "Office Specialty" Filing Cabinets because you will get QUALITY.
OFFICE SPECIALTY MFG. CO.
Head Office:
97 Wellington St., West
TORONTO, CANADA
BRANCHES:
Halifax, St. John, Quebec, Ottawa, Montreal, Hamilton, Winnipeg, Calgary, Regina, Vancouver
Attractive and convincing

successfully. Continuity in municipal advertising has proven the Des Moines idea correct. Among advertising men, Des Moines is the most "talked of" city in America, and this is traceable directly to persistent advertising.

The distinction of the Greater Des Moines committee lies in its willingness to attempt big things.

Statistics prove that some cities, with all the opportunities of others in the last ten years, show a decrease

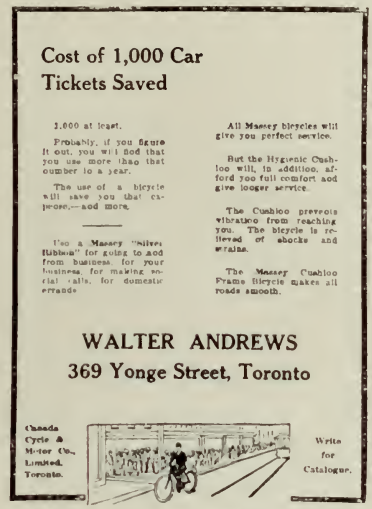
in population, while others show a gain. This gain is due entirely to advertising. Cities that advertise increase their populations by acquainting the home-seekers with their cities.

An investigation of the results of advertising in various cities brings a favorable report. Two hundred cities in the United States are conducting regular advertising campaigns, and the work being accomplished in these cities demonstrates that advertising will help all cities. In Pensacola, Fla., a fund of $100,000 was raised by property owners to be used in three years. In the first three months, $15,000 was expended, with the result that city property advanced $5 a foot and farms $15 an acre. In the meantime, several hundred city lots and a number of farms had been sold as a direct consequence of the campaign of publicity. Memphis has invested $50,000 in a publicity campaign, and is so well pleased that the city boosters have decided to raise $50,000 more.

With an expenditure of $20,000, Omaha secured sixty factories, with 2,000 operatives employed; Des Moines $14,000, twenty factories with 600 workmen; Kansas City expended $16,000, got eight factories, with 3,600 men; Cincinnati, $22,000, thirty factories, 900 men; Memphis (first three months), $2,000, six factories; San Antonio, $17,000, eighteen factories, 1,800 men; Buffalo (two months), $3,000, twelve factories, 750 men; Lynchburg (one month), $600, two factories and 400 men.

Throughout the country business men are organizing city advertising bureaus to raise funds to be used in making known the advantages and attractions of their cities.

Some cities have such great advantages that they just naturally break out in the press. And because the live stunts of some cities


Cost of 1,000 Car Tickets Saved
1,000 at least.
Probably, if you figure it out, you will find that you use more than that number in a year.
The use of a bicycle will save you that expense,—and more.
Use a Massey "Silver Ribbon" for going to and from business, for your business, for making social calls, for domestic errands
All Massey bicycles will give you perfect service.
But the Hygienic Cushion will, in addition, afford you full comfort and give longer service.
The Cushion prevents vibration from reaching you. The bicycle is relieved of shocks and strains.
The Massey Cushion Frame Bicycle makes all roads smooth.
WALTER ANDREWS
369 Yonge Street, Toronto
Canada Cycle & Motor Co., Limited, Toronto.
Write for Catalogue.

A little bit exaggerated

gets a free spotlight occasionally, other towns attempt to get free reading notices—free advertising. Interesting articles about a city spread its fame, but the surest way to attract new people and good capital is to raise a fund and inaugurate a campaign of legitimate, paid-for advertising.

The commercial welfare of a city was never promoted by free reading notices alone. Straight reason-why advertising is the power that will place the advantages of a community before the world in the right way.

Opportunity

Foolish is he who says that at his door
I knock but once, a furtive moment stay,
Fearing lest he shall hear, then haste away,
Glad to escape him—to return no more.
Not so, I knock and wait, and o'er and o'er
Come back to summon him. Day after day
I come to call the idler from his play,
Or wake the dreamer with my vain uproar.
Out of a thousand, haply, now and then,
One, if he hear again and yet again,
Will tardy rise and open languidly.
The rest, half puzzled, half annoyed, return
Who the untimely, clownish guest may be.
To play or sleep, nor seek nor wish to learn.

There are various ways of advertising a city in addition to printed advertising. In Tacoma, printed advertising is being reinforced by the use of pictures, especially by the use of the stereopticon, with lectures. This personal-touch advertising is reaching new arrivals into the west, who have not decided upon locations.

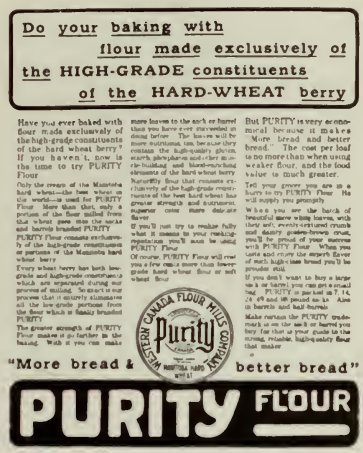
Asheville, N.C., occupies the unique distinction of being one of the few cities authorized by law to spend money advertising itself. But already other cities are drafting bills to go before the legislature, in which it is asked that a plan be devised to tax property owners a small amount to be used for publicity purposes by the city. In many states such a law would be constitutional.

However, the present plan among the majority of advertising cities is to finance the campaign by contributions from public-spirited, private citizens. Asheville seems to be taking the lead in city development by guaranteeing funds out of the city till for keeping the work going forward.

Modesto, Cal., steps into the limelight, according to press notices from that city, by being the first town to provide for the construction of municipal aviation landings. This small California town considers this a municipal necessity, arguing that the time will soon arrive when cities will have to provide open spaces for landing and starting aeroplanes.

New Orleans lost the Panama Exposition, but the magnificent fight she put up for the big show was valuable publicity. In that city meetings have been held to lay plans to continue the good work accomplished by the exposition fight.

The smaller towns are realizing the possibilities in town boosting, and are grasping every opportunity to develop and grow. Wichita Falls, Texas, has decided to get



Real advertising

into the municipal advertising game. During January, 1911, the Chamber of Commerce raised $10,000 as a fund for nationally advertising the resources of that city.

Iowa City has raised $25,000 to spend for advertising the advantages of the town and the state university.

The Calgary, Ore., Board of Trade has decided to institute an extensive advertising campaign and intends to raise $30,000 for the purpose. Regina, Ore., has voted $25,000 for advertising purposes.

Quality—Service—Fair Price

A good business man desires to do business with men who know their business, the quality of whose product is assured. He is willing to pay a fair price for the goods he buys. Experience shows him that poor printing does not bring proper results to the buyer. Shopping around does not pay. It MAY make a better showing in the purchasing dept., but how about the influence on sales? — buy Sales - Making Printing.

The Hunter-Rose Co. Limited
12-14 Sheppard Street
Toronto

ARTISTS AND ART WORK

Securing best practical Results from their Abilities—Blending Imagination and Horse Sense—Giving the Artist Sufficient Freedom. An Interesting Article by Earnest Elmo Calkins.—Printer's Ink.

Sammy, the office boy, was perched on a high stool in the art department watching the artist fill in a black silhouette design, when he should have been out in the big office filing the checked-up newspapers. After a long interval he inquired earnestly:

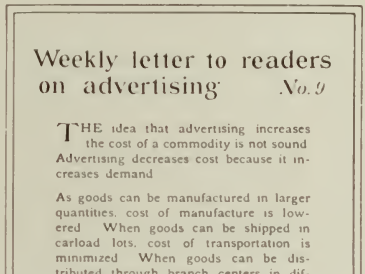
"Does it cost much to be an artist, Mr. Fawcett?"

Sammy shares in common with a great many manufacturers who are advertisers, some very hazy ideas about art and artists, but the general agreement seems to be that artists are "kittle cattle." Hence the form of the title of this paper.

The impression certainly does prevail that artists are individuals who must be "handled." It is probably too much of this handling which spoils a great deal of the art in advertising. The best advice to the man who wants to know how to handle an artist is *Punch's* advice to a man about to be married—"Don't."

When an artist brings you a design painted in oil he always surrounds it with a deep box-like frame so that it can be handled without smudging. If you touch the painting with your finger, you produce a smudge which has to be painted out.

The artist is something like his painting, in that he has to be handled with care. If you poke your finger at him maliciously, you will undoubtedly smudge him and get him into such a state that you cannot do anything with him, and then you will be put to the necessity of painting the smudge out. So don't smudge your artist.



Weekly letter to readers on advertising No. 9

THE idea that advertising increases the cost of a commodity is not sound Advertising decreases cost because it increases demand

As goods can be manufactured in larger quantities, cost of manufacture is lowered When goods can be shipped in carload lots, cost of transportation is minimized When goods can be distributed through branch centers in different parts of the country, loss of valuable time is overcome

Advertising eliminates exclusiveness, which is expensive, and makes for general efficiency, which means a just apportionment of all factors.

Every step in a well-planned advertising campaign leads toward a ***fair price*** and the ***protection of the customer.***

Collier's manager punctures some fallacies

The late Walter Shirlaw was a type of the fine old-school artist who took pride in his work, and whose ideas were as far removed from commercial art as a Postum cereal ad from the National Academy. Nevertheless, by some in-

CANADA MONTHLY

(Formerly Canada West)

The highest class popular literary monthly in the Dominion

CONTAINS *original articles and stories by the best authors and exclusive art matter by high-class artists.*

REACHES *the people who have the money to spend and spend it. Why not tell them your story in their own homes, through the columns of their own magazine, "CANADA MONTHLY?"*

For further information address VANDERHOOF-GUNN CO., Ltd.
Silvester-Willson Bldg., Winnipeg, Manitoba
162 Bay Street, Toronto, Ontario

200,000 Families Read Wilson Papers Each Week

YOU, who buy advertising space, are invited to send us a challenge like this: "Show me how I can send a message to more people in Ontario, oftener and for less money?" The 200,000 families which subscribe to over 200 papers on the Wilson List would appreciate your advertising to such an extent that they would eventually ask their dealer for your goods. Take the matter up with your advertising agency or with us.

WILSON PUBLISHING COMPANY
ADVERTISING DEPARTMENT
73 Adelaide Street West - TORONTO

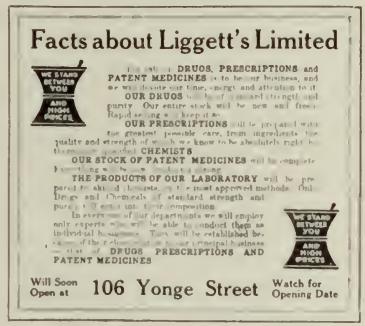
conceivable process, he was led to accept in advance a very large check—several thousand dollars, it was said—for three drawings for Paine's Celery Compound. When they were finished Shirlaw took them under his arm and went to the office of the individual who had ordered them. In his fat-necked, stubby-fingered way this individual went over the designs and not only pointed out a great many reasons why they were not adapted to the work he had in mind, but also gratuitously instructed the artist in some of the elementary principles of drawing. With a pained and puzzled look upon his face Shirlaw took the check out of his pocket and laid it on the desk in front of the advertising man, slowly and carefully wrapped up the three drawings, put them under his arm, went out and never came back.

It was not real horse sense to ask a man like Shirlaw to do an advertising design, but, in this case, my sympathies are all with the artist.

Advertising is probably the most remarkable mingling of an unrestrained imaginative temperament and a hard-headed, bookkeeping, business instinct of any product of this age. It is successful only as these two discordant elements are successfully mixed—an operation about as difficult as the proverbial mingling of water and oil.

The average manufacturer's lack of advertising ability is due to his lack of imagination. In proportion as he has this imagination he ceases to be a successful business man and manufacturer. It is when he wishes to buy imagination that he goes to the advertising man. The manufacturer lives in the past and present. The advertising man lives in the future. The manufacturer knows what he has done. The advertising man sees what he can do.

When in the course of human events it becomes necessary to call upon an artist to help place before the public some phase of a business, it is also necessary to get the best work that artist is capable of doing. It is true that no man does well anything that he does not like



Good retail advertising

to do. As Elbert Hubbard puts it, he must take joy in his work. Whether it is true or not of the other kinds of work, it is certainly true of an artist's.

An artist must be allowed a certain freedom. He must be limited in such a way that he doesn't feel the limit. It is not possible to run an art studio with a time clock. Possibly it is not possible to run an art studio at a profit. But it is possible to get from artists successful advertising designs, and that is the main point.

It was once my good fortune to work in an establishment where the

More Than 20,000 Homes in New Brunswick

Representing a weekly buying ability of over $400,000.00, consitute the circulation of THE DAILY TELEGRAPH, THE EVENING TIMES-STAR, and THE SEMI-WEEKLY TELEGRAPH. Think of the tremendous possibilities that await the advertiser using this great Trio—one issue of which totals 28,000 copies. The business-man; the great Cash-to-pay-for-it working class, and the independent New Brunswick farmer all read and buy from the columns of these papers. Let us send Rate Cards, Circulation Statements, Information about Field, etc.

Telegraph Publishing Co.

St. John, New Brunswick

Four Months of Making

Advertising Pay

by adding to our already large circulation

3,930

bona fide subscribers

Figures may be verified at our Office

January
860
New subscribers.

There will be three more MONTHS of strong Circulation work and then Advertising rates will be advanced 2 cts. per line consistent with our increased Circulation

New subscribers
December
750

February
1,187
New subscribers.

Contracts for space to be used within One Year from DATE will be accepted at present low rates prior to July 1st, 1911

New subscribers
March
1,133

The Canadian Courier

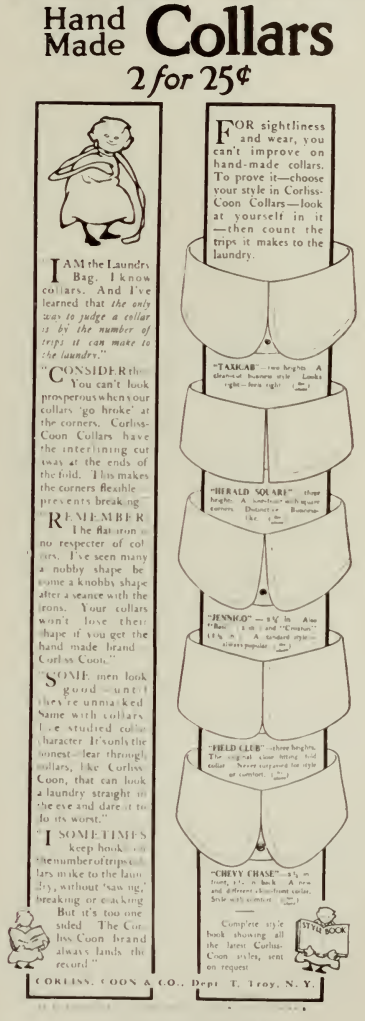
12 Wellington Street East - Toronto

chief reward for any good piece of work was a sympathetic and appreciative smile from the "boss." That sympathetic and appreciative smile did wonders. Nothing in the pay envelope approached it as a reward. Somewhere in this thought lies the basis of getting on successfully with the varied temperaments which make up the average art department or the group of studios outside the office which supply designs, illustrations, decorative work, pictures and ideas that comprise the art work necessary to handle an advertising campaign.

Of course, the artist must be paid, and in these days he must be paid well. He may not have the commercial instinct, but that doesn't mean that he will not raise his price just as often and as frequently as he can, whether justified by conditions or not. But the mere matter of price doesn't settle the question. As an artist wrote to me one day, apropos of accepting some commercial work at a good deal higher price than any he had ever received for his illustrations for a magazine:

"I am perfectly happy and contented where I am in the illustrating field. When I climb over the fence into the advertising field I expect to be paid more for it. I have climbed over the fence several times and torn my pants, and that is all I have got for my pains."

To secure good work from good artists for advertising purposes requires somebody in connection with the establishment who is a judge of the intrinsic goodness of the work. That is seldom or never the advertiser. It is his peculiar and unin-


Corliss-Coon
Hand Made Collars
2 for 25¢
I AM the Laundry Bag. I know collars. And I've learned that the only way to judge a collar is by the number of trips it can make to the laundry.
CONSIDER this: You can't look prosperous when your collars 'go broke' at the corners. Corliss-Coon Collars have the interlining cut away at the ends of the fold. This makes the corners flexible—prevents breaking.
REMEMBER: The fashion is no respecter of collars. I've seen many a nobby shape become a knobby shape after a seance with the irons. Your collars won't lose their shape if you get the hand made brand—Corliss Coon.
SOME men look good—until they're unmasked. Same with collars. Like studied collar character. It's only the honest—clear through collars, like Corliss Coon, that can look a laundry straight in the eye and dare it to do its worst.
SOMETIMES I keep book on the number of trips collars make to the laundry, without 'sawing,' breaking or cracking. But it's too one sided. The Corliss Coon brand always lands the record.
FOR sightliness and wear, you can't improve on hand-made collars. To prove it—choose your style in Corliss-Coon Collars—look at yourself in it—then count the trips it makes to the laundry.
"TAXICAB"
"HERALD SQUARE"
"JENNICO"
"FIELD CLUB"
"CHEVY CHASE"
STYLE BOOK
Complete style book showing all the latest Corliss-Coon styles, sent on request
CORLISS, COON & CO., Dept. T, Troy, N. Y.

Good collar advertising

telligent criticism that gives to so many of the leading magazine

A Newspaper That Has Real Value For You As An Advertising Medium

Positive Proof of the Pulling Power of The News

Oak Hall Clothiers, Toronto

Advertising Manager
The News, City

Dear Sir,—

It gives me great pleasure to be able to tell you that we are getting SPLENDID RESULTS from our advertisements in your paper. We have tested it in different ways and are SATISFIED that your paper really brings trade, and particularly is this noticeable when we advertise Boys' Clothing, which, as you know, we are SPECIALISTS in. With best wishes,

I am yours truly,
J. C. COOMBES, Mgr.

The News Publishing Co. of Toronto, Limited
105-107 Bay Street

THE TIMES

is a bright, up-to-date paper, **going into the homes.** Special Canadian Press wire taps the world's news.

LIVE ADVERTISERS use the Daily and Semi-Weekly for results. See that the **"Times"** is on your list when making your advertising appropriation.

"TIMES," HAMILTON, ONTARIO

Railway, Ticket and all kinds of Job Printing. We are sure we can please you.

illustrators the impression that commercial art is a humiliating field of work.

There should be a distinct understanding with an artist that he will be paid for his work if he does good work, and there should be somebody who can judge whether it is good or not. Whether the work also meets the peculiar notions of the advertiser is a separate matter, but the artist who has really done a good piece of work should be paid for it, whether that work is available or not from the advertiser's point of view. This should be distinctly understood.

And here comes in the intelligent selection of the artist to do the work. It is not good judgment to ask Harrison Fisher to make a catalogue cut of a worm gear, or to ask Will Glackens to do a fashion drawing, or Maxfield Parrish to retouch a photograph. Every artist has an individual style. His style of work should be studied and the man selected for the kind of work he can do best. He should then be asked to do it, and if he does that sort of work, he should be paid for it, even though the advertiser did expect something else.

Of course, the average advertiser does not leave these things to his advertising agent, as he should, but that is the fault of the advertiser and does not alter the principle. The real nucleus of the matter is that the man in the agency, or in the advertising department of the advertiser, whose business it is to decide upon the physical appearance of the ads, should have a clear idea of what is wanted and then be a competent judge as to whether or not it is delivered.

It is all right to change horses in the middle of the stream if yours is floating down.

* * *

Very few people are thinking of the things you think they are thinking of. * * *

It is also possible to make money by saving the other fellow's time.

* * *

The man who doesn't know enough to advertise ought not to.

* * *

Find out what a man is not and you will know what he is.

* * *

An advertising bluff is called quicker than any other.

* * *

There ought to be at least one good advertisement in everybody.

* * *

As the cost of living increases live so it will be worth it.

* * *

The best man living is not as good as the worst man dead.

* * *

The bulldog frequently displays poor taste in not letting go.

* * *

I don't care how much a man talks, if he only says it in few words.

* * *

Even the rich cannot afford to be hated.

* * *

When a man cheats you more than once it is your own fault.

* * *

Ads. of a feather flock together.

The Farmer's Advocate
and Home Magazine

LONDON, CANADA

has a world-wide reputation for being the leading Agricultural Journal of this Dominion, but in addition to that, it is also noted for the large number of reliable advertisements it carries, which are as interesting to its readers as are the general reading columns; and as an evidence of the value of its reading matter, nearly 400 questions asked by the subscribers have been answered and published during March, 1911; between three and four thousand such questions are answered in this way every year. It is no wonder, therefore, that advertisers use the columns of the Farmer's Advocate and Home Magazine with most excellent results.

It is published every Thursday, 52 times a year. Subscription price $1.50 per annum in advance.

Sample copy and advertising rate card will be sent on application to

THE WILLIAM WELD CO., LTD.
LONDON, CAN.

THE SPECTATOR
HAMILTON, CANADA

¶ The net average circulation for the first quarter of 1911 was **18,316.** The advertising carried during the same period was 1,466,680 lines—an increase of 81,305 lines over 1910. ¶ **Inside the city** the SPECTATOR circulates many thousands of copies daily more than any other paper prints. Its total distribution **in the City and in the Country** is greater than all other Hamilton dailies combined, and it is the only local paper whose sworn circulation records are open to advertisers.

STIMULATING SALESMEN

Keeping Salesmen keyed up to the top-notch of enthusiastic Selling Ability, but Armour & Co. obviously know how to do this. The Big Packers have a way of Developing first-class Salesmen.

Men representing Armour products simply must sell them, regardless of the whims and foibles of different neighborhoods and regions. And they do sell their share in the face of keen "competition of brands." Armour Co. print a house organ called "Facts for Salesmen," from which we reprint the following remarks—and maybe they explain why Armour salesmen are good salesmen:

"Where are you going?"

"How are you going?"

"What are you going to do when you arrive?"

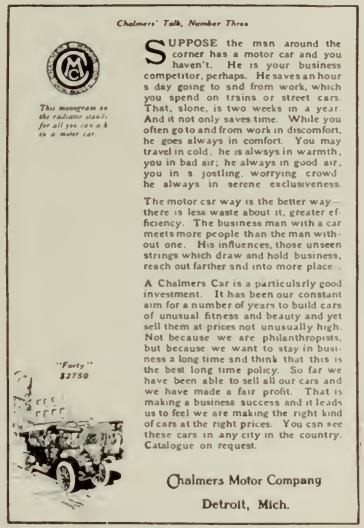
"Have you a strong and definite ambition which clearly points the way to the next round on your ladder of success? Or, are you simply working along hoping that somehow, sometime, you'll land in a better job?"

"Is your work carefully and systematically planned with the purpose of making each day produce results that will bring you a step nearer a bigger and better position?"

"Think it over and you will surely conclude that anything you do with a fixed purpose will yield you results, in one way or another, in excess of those you obtain from doing the same thing haphazard or mechanically."

"Fix your ambition upon your next step and then prepare yourself for it by covering your present territory more closely and carefully than it was ever covered before."

"Realize fully that the results by which your ability is judged are dependent upon you—yourself rather than your territory, and upon the quality of your goods—the value you give for your price—rather than your price alone."


Chalmers' Talk, Number Three
This monogram on the radiator stands for all you can ask in a motor car.
SUPPOSE the man around the corner has a motor car and you haven't. He is your business competitor, perhaps. He saves an hour a day going to and from work, which you spend on trains or street cars. That, alone, is two weeks in a year. And it not only saves time. While you often go to and from work in discomfort, he goes always in comfort. You may travel in cold, he is always in warmth, you in bad air, he always in good air, you in a jostling, worrying crowd he always in serene exclusiveness.
The motor car way is the better way—there is less waste about it, greater efficiency. The business man with a car meets more people than the man without one. His influences, those unseen strings which draw and hold business, reach out farther and into more place.
A Chalmers Car is a particularly good investment. It has been our constant aim for a number of years to build cars of unusual fitness and beauty and yet sell them at prices not unusually high. Not because we are philanthropists, but because we want to stay in business a long time and think that this is the best long time policy. So far we have been able to sell all our cars and we have made a fair profit. That is making a business success and it leads us to feel we are making the right kind of cars at the right prices. You can see these cars in any city in the country. Catalogue on request.
"Forty" $2750
Chalmers Motor Company
Detroit, Mich.
Chalmers' talk always strong

"If you have a definite ambition, you know where you're going, how you're going to do when you arrive, and there's a purpose back of you that will help you win."

"You're in position to build a solid foundation for your future success."

"Why not be a 'top-notcher'?"

QUALITY COUNTS

IF THERE IS ONE PAPER IN THE GREAT WEST
THAT SPECIALLY APPEALS TO THE READING PUBLIC

It's The Tribune

DAILY—AND FARMERS' WEEKLY

They have been in the field for 22 years and enter thousands of homes where no other paper is taken. You can't cover the Western Field without The Tribune.

The oldest newspaper in Canada is "The Gazette"—Established 1778

The Gazette

MONTREAL

The only English morning daily in Montreal is "THE GAZETTE."

THE LAW OF COMPENSATION

A few random thoughts by an Anonymous Writer. The Law of Compensation is certainly more apparent in Advertising than in any other phase of Merchandising one could mention.

When Emerson wrote "The Law of Compensation," it is not at all likely that he had in mind its application to the subject of advertising. Yet it is doubtful if there are many places in the realms of commercialism where it is more strikingly exemplified.

Last year one of the best known of America's national advertisers took great credit to himself in the statement that he had cut his advertising out almost completely. "Business is so good this year, I don't need to advertise," he announced complacently. "I think we can run along a while on what we have done in the past. We're doing a greater volume of business than we have ever done, and we'll just cut out on publicity and save a little money."

Then came the business depression. Even then this man did not renew his advertising.

"Everybody is hanging on to his money this year," he decided. "We'll just stay out of the papers, and while we will probably not do so much business we will do it at as small an expense as possible."

The result is that this advertiser has been out of the public eye for over two years now. How many people have forgotten him in that time; how many new readers have sprung up to whom he has not introduced himself?

Nobody knows yet; but just wait until he starts in to advertise again next spring and his awakening will come. The law of compensation will begin to get in its work. Consider it for yourself. Is it reasonable to expect any business, and particularly one that has largely

THERE'S an iron-clad guarantee back of von Gal Hats that has made these hats famous from coast to coast.

The business man, the professional man, the club man—all wear von Gal Hats, secure in the knowledge that in style, quality of materials, workmanship and wear, these hats have no superiors.

The new shapes for Spring and Summer are now on sale. Ask your hatter to show you the new von Gal soft hats—or, if you prefer a stiff hat, the von Gal derby.

Remember—we guarantee every hat —so will your dealer.

For Sale by Leading Dealers

E. J. von Gal Co. Ltd.

Canadian Factory Niagara Falls Ontario

BRANCH OF Hawes, von Gal INCORPORATED New York, U. S. A.

U. S. Factory Danbury Conn.

Canadian hat manufacturers should get busy

THE EDMONTON JOURNAL

The Journal carries more local, classified and foreign advertising than any other paper in Edmonton and at a higher rate.

MORNING
EVENING
WEEKLY

The Journal is read thoroughly because it is complete in daily news and special features. :: ::

The Journal publishes each month a detailed, sworn statement of a circulation greater than that claimed by any other Edmonton paper and endorsed by the Association of American Advertisers of New York.

M. R. JENNINGS - Editor and Managing Director
J. MacLAREN - - - Advertising Manager
EDGAR J. GUY, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

THE
CALGARY HERALD

Covers this field like a blanket

Circulation 11,500 Daily

The great Middle West is the best buying field in Canada. NOW is the time to break into it,—not next year. Alberta farmers have more money to spend this year than ever before.
The leading advertising agencies in the East can quote you rates for a campaign that will cover this prosperous country, and can tell you about The Herald. "You can't begin to cover Alberta without The Herald."

The Herald Publishing Company Limited
DAILY CALGARY, ALBERTA WEEKLY
EDGAR J. GUY, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

been built up by advertising, to make a healthy, permanent increase with its advertising cut off? It would be folly to expect a business to increase, or even hold its own, if no effort were made to sell goods and if the sales force were diminished. The inference is so obvious as to need no comment.

Now consider the case of those advertisers who did not cut out their advertising when business was good. It may have been that they were doing as much business as the man who did stop; they may have had just as logical a reason for ceasing as he did. But they looked at the other side of the situation. They realized that they were in business to sell goods and that they could not consistently hope to do this if they were to close their channels of distribution. When prosperity was at its height they continued to advertise, and when the slump came, many of them not only did not decrease but actually doubled their advertising appropriations.

Here again the law of compensation worked. This time it worked in behalf of the aggressive and consistent advertisers, and in a twofold way. In the first place, there was business to be done and someone had to get it. The manufacturers who advertised have it. In the second place, the advertisers who had the courage of their convictions and kept the fire burning under publicity kettles are beginning to reap the larger rewards in the form of increased results now that prosperity is returning.

And here, mark you, does this law of compensation show itself once more. The business increase of the advertiser must of necessity be balanced by the business decrease of the non-advertiser. The gain of the one is the loss of the other.

Here I Am
Three weeks old today—weigh ten ounces—stand four inches in my stocking feet.
Some chicken, eh?
My stepmother was a Lullaby Brooder. And I'm a Lullaby baby.
Listen—25 of us were raised in one brooder and every one is alive, healthy, strong and scratching.
I will tell you why. Because we could not crowd and smother—plenty of fresh air always—no lamp to smoke—to poison the air and kill us.
The old man says the Lullaby is equally good for 100 or 10,000 in broods of twenty-five each.
For my sake and your sake
Get the Lullaby Brooder of your dealer today
If he cannot supply you, order of Park & Pollard direct. Money back if not satisfactory. Anyway, write for their Poultry Almanac, tells all about the Lullaby Brooder and full of valuable poultry information. Worth $1.00, but absolutely free.
The PARK & POLLARD CO.
Originators of DRY-MASH Feeding System
13 CANAL ST. BOSTON MASS.
To Poultry Supply Dealers: Write today for our liberal proposition. So that you may deliver the Lullaby Brooder to poultry raisers in your locality.

Can't miss this "chick"—his story's good

London, Canada, April 1st, 1911

Mr. Advertiser—

Have you noticed that the Mail and Empire of Toronto claims a circulation in Ontario, not including Toronto, of 20,737? and that the circulation of THE LONDON FREE PRESS in Ontario is 19,957?

The difference of about 780 between the circulation of the Mail and Empire and THE LONDON FREE PRESS, exclusive of their Home Cities, is a striking evidence of the value of THE LONDON FREE PRESS as a general advertising medium. It covers Western Ontario like a blanket.

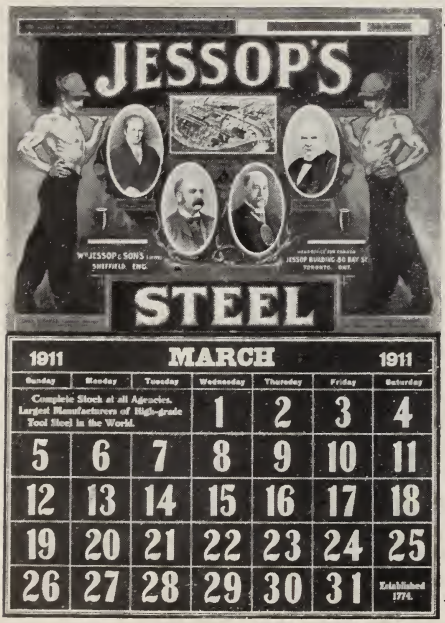
THE LONDON FREE PRESS has the largest percentage in circulation growth of any of the newspapers in this Province. It has taken a position which places it in the front rank with the leading newspapers of the country.

Rates and general information furnished by any reliable advertising agency or our Special Representatives.

The
London Free Press Printing Co.
LIMITED

TORONTO OFFICE
Canada Life Building
EDGAR J. GUY, Representative

London, Canada


JESSOP'S
STEEL
1911 MARCH 1911
Sunday Monday Tuesday Wednesday Thursday Friday Saturday
Complete Stock at all Agencies.
Largest Manufacturers of High-grade
Tool Steel in the World.
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31
Established 1774.

Reproduction
of a
Calendar
Executed by

The
Hough Lithographing
Company, Limited
96-104 Spadina Avenue
Toronto - Canada
Alexander Macpherson, President

ABOUT MEN AND MEDIA

The *Regina Leader*, Saskatchewan's leading morning paper, has lately added an evening edition, which has almost doubled its circulation. The *Leader* has been making rapid advances, and is carrying a large amount of foreign advertising. They have just appointed Mr. Edgar J Guy to represent them in the East. This is an important addition to Mr. Guy's splendid list of leading Canadian newspapers.

* * *

Visitors from the East should inspect the new *Telegram* building when in Winnipeg—now second to none in the West. During the past year the interior of this well-known newspaper plant has been remodelled and equipped with the most up-to-date machinery available. In the new pressroom there has been installed, in addition to the 28-page Goss, a Hoe Sextuple Press, with the famous lightning folder. The latter is the fastest press in Western Canada, having a speed of from 25 to 50 per cent. greater than any other press west of the great lakes. By the addition of this latest type of printing machine, *The Telegram's* press capacity has been almost trebled, yet this great expansion of press power is fully required to meet the rapid growth of the paper's circulation in Winnipeg and throughout the West.

* * *

Mr. F. Albany Rowlatt has severed his connection with Woods-Norris, Ltd., for the purpose of establishing an agency of his own. Mr. Rowlatt's long experience and practical knowledge of advertising should make his success certain. The new business will be known as The F. Albany Rowlatt Advertising Agency.

* * *

Mr. John Patterson, for many years associated with the *Mail and Empire*, and more recently Advertising Manager of the *Canadian Courier*, has succeeded Mr. Rowlatt as Vice-President of Woods-Norris, Ltd.

* * *

The president's report of the International Advertising Golf Association has just been sent to the members. The report shows that the association is in a healthy condition, having 103 active members. Four tournaments are scheduled for 1911, as follows: May 11, Oakland; June 8, Apawamis; September 28, Montclair; October 26, Knollwood. The following are the officers and directors for the ensuing year: President, William H. Beers; vice-president, Don M. Parker; treasurer, Bernard H. Ridder, and secretary, Louis B. DeVeau. Directors—William C. Freeman, Arthur S. Higgins, W. Eugene Conklin, R. R. Mamlok and S Keith Evans.

Two new committees have just been appointed by the president to act during the year, membership and tournament. The membership committee consists of Arthur S. Higgins, chairman; John H. Hawley, John B. Woodward, John H. Eggers, Ernest Elmo Calkins, J. J. Hazen and H. R. Reed.

The tournament committee is as follows: William C. Freeman, chairman; W. E. Conklyn, F. J. Ross, Marshall Whitlatch and S. Keith Evans.

A word to the wise is sufficient and a volume to the foolish is lost.

Some people become notorious trying to become famous.

A friend in need is certain to be heard from.

More men walk past the bank than stop in.

There's a just retribution for substitution.

Paying debts is not spending money.

Best Men WANTED

The rapid growth of the **H. Gagnier-Saturday Night** interests keep us constantly in the publishing market for really first-class men in every department of our business. We are, therefore, glad **at any time** to receive a visit from any experienced man who has behind him a record of **having made good.** We are prepared to pay **better salaries to the best men** than they are now getting, provided we can make use of their services. Under any circumstances, we are prepared to go thoroughly into the subject with them, and always in strict confidence. The positions to which we specially refer are

First-Class Advertising Salesmen

First-Class Advertising Agency Salesmen

First-Class Advertising Agency Copy Writers

First-Class Printing Salesmen with established Toronto or Ontario connection

First-Class Trade Paper Editors

First-Class Subscription Canvassers.

FIRST CLASS means First-Class Experienced men only.

We have at least one position open in each of the above branches **NOW,** to supplement our present staff.

This advertisement will not appear again, so store it in your memory, that we will be pleased to discuss this subject at **any future time** that you may contemplate a change in your present position.

Apply personally to

H. GAGNIER
Saturday Night Bldg.
TORONTO

Burba's Darts

Human nature is that which causes you to do exactly what the other fellow would do under the circumstances.

* * *

The man who holds his own is not counted so successful as the one who holds the other fellow's.

* * *

The optimist is the man who believes the brick was thrown at somebody else, but dodges it.

* * *

The man who stops to think twice may lose the prize to the fellow who thinks once and grabs.

* * *

If your advertisement is meant to rip a man open it ought to be preceded by an anæsthetic.

* * *

It isn't kindness if you expect it to pay a dividend, but if it is kindness it will.

* * *

An advertisement should stick out like a sore thumb, without being so sensitive.

* * *

Advertise your wants, but keep your desires to yourself until you get them.

* * *

From all appearances, the thing the self-made man made best was his conceit.

* * *

The man who thinks he can't succeed will find few to argue with him.

* * *

The fellow who looks out is not nearly so apt to be hit from within.

A Word to Publishers

Gentlemen! You have a certain commodity for sale —the most important commodity, we believe, in the world of commerce. That commodity is

WHITE SPACE

varying in its degree of value to the manufacturers and merchants of Canada.

Our National Advertisers, and a majority of those who are likely to become National Advertisers, ARE READERS OF THIS PUBLICATION.

They want to know more about YOUR commodity.

THEY WANT PARTICULARS. To be exact—THEY WANT TO KNOW WHAT REASONS YOU HAVE FOR BELIEVING THAT YOUR WHITE SPACE IS VALUABLE TO THEM.

There isn't any doubt in our mind regarding the value of white space in Canada. It is by all odds the cheapest—if not the most valuable—commodity in the country.

"Economic Advertising" HAS SHOWN the majority of our manufacturers that, in view of our quickly developing home markets, they buy too little white space.

This publication has demonstrated that advertising is THE ONLY SAFE TRADE INSURANCE—THE ONLY RELIABLE PROTECTION for our growing industries.

Therefore, the logical course for every Canadian publisher is to tell his story regarding the value of his commodity (White Space) in the publicity pages of "Economic Advertising." Advertising will create a demand for every worthy article—every meritorious commodity under the sun, and — GENTLEMEN! YOU BELIEVE IN ADVERTISING.

The Globe
TORONTO.

THE GLOBE
TORONTO, MARCH 31st, 1911.

ADVERTISING MANAGER,
ECONOMIC ADVERTISING,
TORONTO.

Dear Sir,

We have your favor of the 17th inst., requesting "Change of Copy" for April issue of "Economic Advertising," and in reply would say, that the only change for months past has been one of the figures. In substance the story has been the same month after month, viz:—Increase in Advertising Patronage. If this will satisfy for April copy, here are the figures:

Advertising carried in March during the past three years:

1909	1910	1911
1195 Columns	1593 Columns	1872¼ Columns

March also makes the biggest showing of any month so far for this year.

JANUARY	FEBRUARY	MARCH
1691½ Columns	1644¼ Columns	1872¼ Columns

Trusting you will consider the above of sufficient change to warrant you in running it in your April issue,

We are, yours sincerely,

THE GLOBE

CANADA'S
NATIONAL
NEWSPAPER.

MAY — 1911

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING - - TORONTO, CANADA

Circulation That Pays!

¶ Mere numbers in circulation figures do not count for everything.

¶ The value of an advertising medium lies in the "Quantity" of its circulation plus the "Quality" of its readers.

¶ In Quality—purchasing power of circulation

The Mail and Empire

holds a unique position. And you get Quantity as well.

¶ The Mail and Empire makes no attempt to boost circulation figures by cheap noon and afternoon extras or sporting editions. Its 48,000 daily issue reaches the best homes, the people who can buy. Every copy a morning paper to a prosperous home.

¶ See sworn detailed statement of ACTUAL NET CIRCULATION and DISTRIBUTION published at the head of the Editorial Page every morning.

Percentage of gain in circulation 1901 (36,624) to 1910 (44,364) **21%**

April, 1911, Averaged **48,211**

A Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

ADVERTISING RATES.

	1 month.	6 months.	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 4. Toronto, May, 1911. No. 6

Straight Talks

OUR POLICY RESTATED

A CHANGE in editorship with this issue of Economic Advertising is sufficient reason for a briefer statement of our policy. In no way at all will this change affect the mission of Economic Advertising. Our publication exists, as it always has done, for the purpose of helping publishers and advertisers alike to eliminate waste in advertising,—for the promotion of more and better advertising.

We aim to help to place Canadian advertising on a sound, common-sense business basis. There is no surer way of lessening the volume of our imports and of increasing the consumption of Canadian wares than for our manufacturers to increase and improve their advertising,—to make every dollar invested in advertising become a paying investment.

Our pages are at all times open to the discussion of subjects of real interest to Canadian advertisers, and we invite contributions on all subjects of interest.

Goods of Canadian manufacture have been conclusively proven the equal, if not the superior, of those of any imported articles, and *now* is the time to bring their virtues before our rapidly-growing nation.

Advertising—persistent, logical, forceful advertising—is the best means for the development of home industries, and for the expansion of trade in those goods which are just beginning to find a ready sale in the Dominion.

THE HERALD

HAMILTON, CAN.

is the only Daily in that city issuing a circulation affidavit sworn to by its

Circulation Manager

The One Who Knows

It has the biggest city circulation, being the original one-cent paper of THE manufacturing city of Canada, and always Independent in politics. It goes into 60 per cent. of the homes and is

A NEWSPAPER : NOT AN ORGAN

THE LIFE-BLOOD OF BUSINESS

Never before has the part taken by advertising in keeping the wheels of business moving, been so forcibly illustrated as in March last, when the temporary printer's strike in Chicago caused all the morning and evening papers to appear in size of four pages only, *without any advertisements.*

This strike of a few hours' duration only, proved conclusively how entirely modern retail business is dependent for its success upon newspaper advertising.

At the busiest hours when the department stores are usually thronged with thousands of shoppers, they were almost deserted and the main streets wore holiday appearance.

The loss to the newspapers carrying the usual amount of week-day department store and smaller store advertising was insignificant compared to the enormous loss sustained by the whole business community.

When the advertising life-blood was cut off—the means of talking to the purchasing public—business immediately came practically to a stand-still.

The successful business man has realized that to meet his expenses of rent, light, taxes, and wages, he must reach the largest number of customers in the quickest possible time, and the value of advertising as the most economical and most rapid means of obtaining custom was, on this occasion, most conclusively proven.

And it seemed to prove more than this—it placed newspaper advertising in a very prominent place as an essential in every advertising campaign.

* * *

CIRCULATION HONESTY

It is a remarkable fact that a large number of advertising solicitors have, to say the least of it, most elementary ideas of honesty.

Men whose consciences would forbid them to purloin a cent—who would scorn to tell a lie in ordinary circumstances, make the most extravagant statements and deliberately perjure themselves with consummate nerve when it comes to a statement of the circulation of the paper they represent.

Many papers have found "honesty the best policy," and recognize in their sworn statements a most valuable business asset.

How to combat the false circulation evil is a knotty problem, and may never be solved until the best advertisers in a body refuse

Growth of Canada in Decade Reflected By Its Newspapers

THE WINNIPEG FREE PRESS publishes a statement of the circulation of the leading newspapers of Canada as reflecting the general progress of the country. Some emphasis is laid upon the progress of newspapers published in the Western Provinces, but it is apparent from the statement that newspapers of Ontario have likewise enjoyed a considerable degree of prosperity. The Free Press of Winnipeg remarks:

> "The circulation of a newspaper is an interesting subject, unerringly pointing to a community's development and faithfully mirroring the spirit and intelligence of the people. The circulation from year to year may well be regarded as a gauge to the growth or decline of a community, not only in intelligence, but in population."

The statement of circulation covers the years 1900 to 1910, inclusive, and have been compiled from official figures of the average daily circulation of the newspapers listed. The relative growth of Ontario's morning newspapers is as follows:

Year	Globe Toronto	Mail and Empire Toronto	World Toronto	**Free Press London**	Citizen Ottawa
1900	47,120	41,181	25,768	**12,531**	10,889
1901	44,053	41,000	28,000	**12,799**	9,000
1902	44,650	37,945	26,691	**12,500**	11,500
1903	46,997	39,145	27,784	**15,000**	12,500
1904	51,231	39,402	28,381	.....	.....
1905	51,915	38,430	27,216	**16,728**	11,713
1906	50,229	39,138	27,952	**16,924**	12,567
1907	50,957	40,760	39,776	**20,449**	12,528
1908	54,748	41,067	39,999	**19,965**	12,411
1909	53,058	41,423	46,265	**20,774**	12,452
1910	55,796	44,364	.....	**25,385**	15,265
Increase in 10 years	8,676	3,183	20,497	**12,854**	4,376
Percentage of increase in 10 years	18	7	70	**102**	40

THAT THE **LONDON FREE PRESS**

is maintaining its healthy growth of the decade is proven in a comparison with the circulation of yesterday, when the figures were 27,933, an increase as compared with 1900 of 123 per cent.

to buy space in any paper which does not issue regularly its circulation figures.

No class of paper is entirely free from offenders in this respect.

A certain magazine repeatedly talks double the circulation it has ever had since it was first published, and a trade paper of exceptionally good class claims four times as many subscribers as there are jobbing houses and retail stores in that particular line in the whole Dominion.

The case is somewhat analogous to that of a well-read man, who was talking of places he had visited in different parts of the world. As far as could be detected, his knowledge of these places was far from superficial, and great was the surprise of the company when they learnt he had never in his life been 50 miles from where he was born! He had lied so often that he had come to think he really had travelled.

Perhaps some advertising solicitors have lied for so long they really believe they are telling the truth! At any rate, this practice is not only reprehensible, but obviously unfair to the man buying space.

* * *

ADVERTISERS WHO QUIT

Granted that in the world of business there is a large majority of men who have proven the real worth of consistent, forceful advertising, the fact remains that there exists a body of dissatisfied advertisers—of men who will tell you it doesn't pay them to advertise their business.

What are the reasons that have contributed to the production of these skeptics? How can the advertisers' faith in advertising be restored once it has been lost?

A large number of advertising skeptics have been created by misrepresentation—by the unscrupulous and unscientific advertising solicitor who makes promises impossible of fulfilment and statements which cannot be verified, and not a few failures have been due to misleading advice on the part of agent or adviser, due to ignorance of existing conditions.

But perhaps the heaviest crop of advertisers who quit is gathered from those business men who believe themselves capable of managing their own advertising department.

There are, we grant you, on the American Continent a few successful business men who have shown exceptional ability in adver-

Mr. Advertiser:

The Canadian Century has the largest circulation of any illustrated weekly magazine published in Canada—this is not guess-work, it is fact.

The Canadian Century's advertising rate is the lowest asked by any similar publication. Fact again.

If your proposition is right and your copy convincing, we can get results for you. Positively.

A. E. DEAN,
General Manager.

P.S.—You know Sir Gilbert Parker, in speaking of the Century, said it was "The most creditable and artistic publication which has yet appeared in Canada."

tising their wares, but behind the very large majority of business successes you will find the cool, resourceful advertising agent or counsellor, the man who can translate the faith of the manufacturer in his product into really forceful, desire-creating English.

The whole trouble lies in the fact that, however well a manufacturer may know his product—however good his command of the English language may be—however well he may know the wants of the consumer, he generally fails to write his ads from the people's standpoint.

Sooner or later he finds his ads do not pay, and then he does one of two things—he quits, or he calls in an advertising expert.

It is safe to say, that in every case where it is humanly possible to popularize a product and create a demand for it, the well-equipped agency is at once the most economical and most satisfactory means to employ.

It has facilities for checking appearances, and for regularly charging up ads that the average firm could not afford to duplicate unless their volume of advertising was very large.

And its ability to analyze accurately your business proposition has a value that cannot be over-estimated.

A large number of dissatisfied advertisers have been created by the Solicitor who promises direct returns where direct results which can be traced are not possible. Then comes the time when contracts are to be renewed, and plausible excuses may result in a renewal on the first time of asking. But if the advertiser continues to pay for something he does not get, he grows weary of excuses, and listens to the blandishments of the solicitor with contempt. He quits.

What is the remedy for this?

How can the advertiser's confidence be regained once it has been lost?

Every modern business man has a deep-rooted, if latent, belief in advertising. He recognizes in it the life-blood of business, and if he himself has made costly mistakes, or if he has been ill-advised in spending money on worthless or unsuitable media, he will surely welcome the expert's dispassionate probing into existing conditions.

And to insure success a perfect working harmony must exist between merchant and agent—the information at the agent's disposal must be complete.

If these conditions prevail, the skeptic will undoubtedly be reconverted, and will start out to become a successful advertising man.

Winnipeg Newspaper Union

(Owned and Controlled by Toronto Type Foundry Company, Ltd., Toronto)

OUR LIST OF OVER 230 COUNTRY WEEKLY NEWSPAPERS

Covers the Canadian Northwest like a Blanket—and is the Only Reliable Ready Print List in the Canadian Northwest.

AT the present time the Western Provinces offer the greatest opportunity for increasing business; not only on account of the approaching harvest, but the rapid influx of settlers providing an ever-increasing and profitable market for the manufacturers of the East. In order to reach this market and obtain your share of the national prosperity the merits of your goods must be placed and kept before the consumers in the most effective manner.

¶ It is universally acknowledged that this can be best accomplished through the local newspapers, which are more thoroughly read than any periodical which enters the home, and we, therefore, call your attention to the list of 220 Weekly Papers of the better class controlled by us, circulating throughout Manitoba, Saskatchewan, Alberta and Eastern British Columbia.

¶ This list covers 80% of the better class of Weekly Newspapers published in the great wheat growing provinces. Your advertisement would, therefore, enter practically all the rural homes of the vast territory between Port Arthur, Ont., and Vancouver, B.C. **Our advertisers are amongst the most prominent merchants and manufacturers in Canada, and that many of them have been using our list continuously for the past 15 years is conclusive proof of its value in producing results.**

¶ As new towns are built fresh additions are made to our list, so that, while covering the older settled portions of the West, we keep pace with the constant march of progress, thus placing your wares before an ever-increasing prospective clientele.

¶ In arranging your advertising campaign give our list a trial. **It will pay you.** We shall be pleased to send you a list of our weekly papers and quote rates upon advice of the size of advertisement and length of time you desire to insert.

Apply for Advertising Rates to

WINNIPEG NEWSPAPER UNION

175 McDermott Avenue, Winnipeg

Or The Toronto Type Foundry Co., 70-72 York Street, Toronto

Or through any well-known Newspaper Advertising Agency

RECIPROCITY

If public utterances by those in high places count for anything, the speech of President Taft at the fourth annual joint banquet of the Associated Press and the American Newspaper Publishers' Association has a weighty significance whose value cannot be overlooked.

The President's earnest plea for reciprocity between the two great nations of the North American continent was couched in unmistakable language. He argued that the treaty would have the effect of steadying prices rather than lowering them, and he made a strong appeal for a *fair trial* of the agreement, as both countries possessed sufficient legislation to end it, should it be found an intolerable burden to any particular class.

As a stimulant to international peace, Mr. Taft believed the agreement would have far-reaching effects, and he characterized as "bosh" the idea that it was only the first step towards annexation. He found some consolation in the fact that all the exaggeration and misrepresentation in politics, and all the political ghosts were not confined to his own country. He thought that the dreams of Americans who liked to talk of the starry flag floating from Panama to the Pole, were exhibited by the opponents of the Canadian treaty in Canada as a declaration of the real policy of the American Government, and as an announcement of their purpose to push control over their neighbor.

The fact that the United States had assumed heavy duties and obligations in respect to the countries over which they have already a controlling voice, ought to destroy the temptation to acquire further territory.

He realized that Canada was a strong youth, ready and anxious to test its prowess, and the possibility of the annexation of Canada could never form the basis of an argument against the greater commercial and economic union between the two countries.

Mr. J. F. MacKay, President of the Canadian Press, conveyed the greetings of Canadian Journalists, and W. B. Northrup, K.C., M.P., in an able speech, pointed out that it was really only possible to obtain the real opinion of the Canadian people on the reciprocity question by an appeal to the electorate.

President Taft's speech cannot fail to have a marked effect on the reciprocity issue. We must bear in mind that at the present time, negotiations are in progress for an arbitration treaty between

REACH THE RETAIL GROCER

OTHER things being equal the dealer sells the goods he knows best.

Tell him about your goods in our big Spring Number. Your advertisement will be read by ALL the BEST dealers in Canada.

They will have a special interest in it, because it will contain the results of our COMPETITION ON

CONSTRUCTIVE SALESMANSHIP

In this some of the best dealers in Canada are telling in their OWN WAY how they INCREASE THEIR SALES. You have something to add to their stories. Tell it in the Spring Number.

Our circulation has increased more than 250 PER CENT. this year above first 4 months of 1910. Get the benefit of this and also increased distribution of our big number.

DATE OF ISSUE—MAY 19th
FORMS CLOSE — MAY 17th

THE CANADIAN GROCER

MONTREAL TORONTO WINNIPEG

England and the United States—a treaty in which Canada is surely the most interested party.

That such a treaty, if concluded, would go a long way towards the elimination of war is a foregone conclusion, and international commerce would assuredly be strengthened thereby.

Because of our geographical position closer trade relations with the States are both inevitable and desirable, but, at the same time, one cannot but marvel at the inertia of the Mother Country—the lack of grasp on their part of the living possibilities which Canada presents.

The present is surely the time for England to bind her colonies more closely to herself—to forge the link that will bind the units of the great British race together for all time, and we anticipate great results from the coming convention of Colonial Premiers at Coronation time.

* * *

Always remember that a man who's making a claim never underestimates his case, and that you can generally compromise for something less than the first figure.

* * *

If some would put in half the time thinking for the house that they give up to hatching out reasons why they ought to be allowed to overdraw their salary accounts, I couldn't keep them out of our private offices with a pole-ax, and I wouldn't want to; for they could double their salaries and my profits in a year.

* * *

Some men learn all they know from books; others from life; both kinds are narrow. The first are all theory; the second are all practice. It's the fellow who knows enough about practice to test his theories for blow-holes that gives the world a shove ahead, and finds a fair margin of profit in shoving it.

* * *

Don't overwork a dollar any more than you would a horse. Three per cent. is a small load for it to draw; six a safe one; when it pulls in ten for you it's likely working out West, and you've got to watch to see that it doesn't buck; when it makes twenty you own a blame good critter or a mighty foolish one, and you want to make dead sure which; but if it draws a hundred it's playing the races or something just as hard on horses and dollars, and the first thing you know you won't have even a carcass to haul to the glue factory.

Quality—Service—Fair Price

A good business man desires to do business with men who know their business, the quality of whose product is assured. He is willing to pay a fair price for the goods he buys. Experience shows him that poor printing does not bring proper results to the buyer. Shopping around does not pay. It MAY make a better showing in the purchasing dept., but how about the influence on sales? — buy Sales - Making Printing.

The Hunter - Rose Co. Limited
12-14 Sheppard Street
Toronto

AD CLUBS AND THEIR USEFULNESS

The "Raison-d'être" of the Ad Club—What Members Get in Return for Their Dues.

Seeing that Toronto has now fallen into line with so many American cities, by forming an Ad Club and by passing on its constitution and by-laws, it will be of interest to the advertising fraternity in general, and especially to those who, in convivial meeting in March last, heralded the arrival of the "stork," to notice a few of the aims and objects of such an organization.

Its scope is wide enough in all conscience, and its power for good unlimited, so that this description needs no apology.

In brief the objects are fourfold:

1. To develop the science and art of advertising.
2. To encourage the interchange of creative ideas in advertising.
3. To establish a realization of the greater importance of advertising.
4. To promote sociability among the advertising fraternity.

We can think of no better way of tackling the subject than by following along the lines adopted by the Associated Advertising Clubs of America in their educational course now running, and by dividing the question, "Why does this club exist?" into three headings:

What can this club do for its members?

What can it do for its city?

What can it do for advertising?

An Ad Club first of all offers a splendid opportunity for study—that essential of true progress—for free expression of ideas among the members, for the solution of knotty advertising problems, and for active participation by each and every member. By a division of the entire club into a number of different committees, each committee to consist of members of different branches of the advertising business, information would most surely be imparted and acquired which could not be procured in any other way.

Then, again, a bureau for the purpose of bringing an employee, desirous of a change, into touch with merchant or manufacturer needing such help, would help connect up many who would, otherwise, lack the chance of getting in touch with the right man.

The exchange of ideas not only between members of this club, but also with affiliated clubs, could be conducted on the widest basis, and inestimable benefit would accrue to all concerned.

The welfare and progress of the community as a whole are intimately connected with the prosperity of the individual, so that it is right and proper that advertising the community should form a prominent part in the work of every Ad Club. The closest relations should exist between the Ad Clubs and the Board of Trade and City Publicity Department.

In no advertising is absolute honesty and truthfulness so entirely essential as in community advertis-

IF YOU WANT TO SELL YOUR WARES IN THE CANADIAN NORTHWEST, USE THE

Winnipeg Newspaper Union

$12.00 Will pay for **One Inch** Advertisement in the whole of the 220 Weekly Newspapers of The Winnipeg Newspaper Union, one time.

$48.00 Will pay for **Four Inch** Advertisement in the whole of the 220 Weekly Newspapers of the Winnipeg Newspaper Union, one time.

If you use Electrotypes or Stereotypes of special design, we only require FOUR.

Discounts for larger advertisements running for over three months are allowed.

WE SHOW FULL PROOFS OF THE ADVERTISING GIVEN TO US IN ALL THE PAPERS.

The Winnipeg Newspaper Union has been established for 15 years and is the only list of Weekly Papers that covers the Canadian Northwest, and is used by all large American and Canadian Advertisers.

For Advertising Rates Apply to

WINNIPEG NEWSPAPER UNION

175 McDermott Avenue, Winnipeg

Or to Toronto Type Foundry Co., Limited, 70-72 York St., Toronto

Or to any well-known Newspaper Advertising Agency.

ing, and to advertise in the best manner the special advantages and features of the community is a work peculiarly fitted to the advertising expert, and a further enquiry into deficiencies and an honest attempt at their correction is just as necessary. Government and Civic enquiry, essential in their place, often fall down when put to the test, and the value of the Ad Clubs lies in the disinterested investigations it can make of existing conditions and of natural civic resources undreamt of by the average enquirer.

The exact methods by which these desirable ends can be obtained cannot be discussed here, but suffice it to say they have been tried out, over and over again, and have never been found wanting.

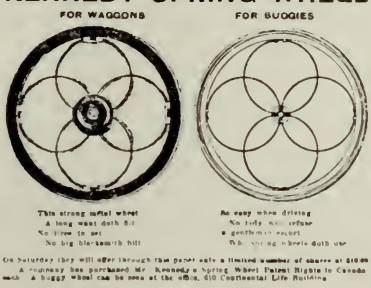
What can an Ad Club do for advertising? It can warn the advertiser of the pitfalls that beset the path of the unwary, it can tell him of schemes now played out that were once good, of schemes that have failed, and of schemes that are making good.

It can advise him on the general business policy he is pursuing, and give him expert criticism on any advertising he is placing.

And by promoting a spirit of sociability among its members—a species of advertising freemasonry—it will raise the moral tone of the advertising of the district.

Advertising is a profession, in which the greatest failure is the self-satisfied man,—the know-all,—but the man who is willing to learn, who wishes to absorb the ideas of his fellow-members in the Ad Club, has his feet firmly planted on the rungs of the "success" ladder. The climbing process will be only a matter of time.

Then, finally, the Ad Club stands for all that is morally best in advertising. It speaks with no uncertain voice against fraud and misrepresentation, and lends its aid in



Can you discover the puzzle?

the endeavor to clean up the papers which still continue to accept ads of a doubtful nature.

The Toronto Ad Club has come into being under the happiest auspices, and if every real man who buys, sells, prepares or places advertising in Toronto and district will enrol under its banner, a brighter future is assured for the great advertising profession of this city.

Do business or business will do you.

* * *

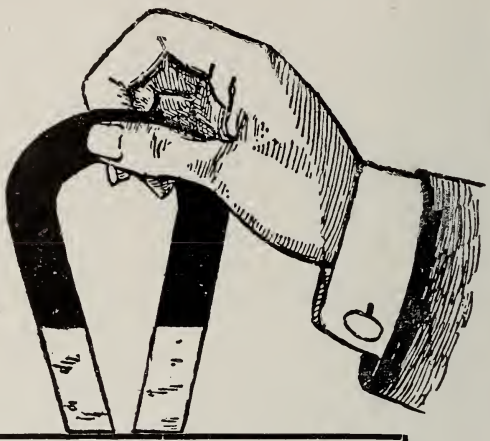
Sell for cash if you expect credit.

* * *

Time may be money, but there isn't nearly so much fun spending it

* * *

One ought to judge a city by the women in it.



ELECTROTYPING----
----STEREOTYPING

LIKE A STRONG MAGNET

The Central Press Agency

Draws to its thoroughly equipped
and up-to-date Foundry all kinds of

Electrotyping-Stereotyping

We have been making printing plates of every description for over a quarter of a century and during that time we have done business CONTINUOUSLY with many firms in Canada and the United States.

QUALITY OF WORK AND SQUARE DEALING are essential factors in retaining such patronage.

Write for quotations on your requirements.

THE CENTRAL PRESS AGENCY

TORONTO - F. DIVER, MANAGER. - WINNIPEG

THE ADVERTISING WASTE BOGEY

A Favorite Topic—More Waste through Under-Aggressiveness than Over-Aggressiveness—A Strong Article from "Printer's Ink."

Almost everybody in the advertising business is dead certain there is appalling waste in advertising. It is the favorite topic at advertising club discussions, and such a thrilling case can be made for the contention that shivers are apt to traverse the hearers' spines as they listen. Perorations noble as the exhortations of Clay or Webster can be built upon the assumption of waste.

But where do the orators arrive when they get through? They might as well have been orating about the sins of the Great White Way or the folly of going to sea in leaky boats. However skilful in calking leaks, the elimination of leaks depends so much on the boat—and you can't get a new boat in the middle of the sea. There are many advertisers whose proposition or whole individual character is such that they cannot avoid advertising waste. When an advertiser says that all he expects advertising to accomplish is to "create a favorable feeling," where is the judge that can make a chart of his advertising waste? It will simmer down inevitably to *an opinion*—a personal opinion backed by no conclusive evidence.

Julius Schneider, formerly advertising manager of The Fair, Chicago, said the other night to the Agate Club, Chicago: "Advertising waste is largely a matter of deliberate choice or lack of nerve in the face of demands." This is a significant sentence, and illustrates how much *personal character* enters into an advertising campaign. Few situations in selling (unlike manufacturing) are exactly alike, and qualities of character form the very life of an advertiser's success or failure.

If You
Are Planning
to Build
you cannot afford to overlook the beauty economy and durability of
ROMAN STONE
It is cheaper than cut stone—cannot be distinguished from natural stone of the very highest grade It is infinitely more durable than the quarried article, and has greater fire-resisting qualities
There is *no waste* using "Roman" Stone—it is all made up to the architect's details, and the fact that it is now being used on many of the world's most magnificent buildings should be your sufficient recommendation Made of the same materials throughout
The Roman Stone Co., Limited
505 Temple Building. TORONTO ONT

Attractive magazine display

What the "advertising waste" orators ignore is that there can be a great deal more waste in being *under*-aggressive than through *over*-aggressiveness. Everybody is

In Excess of

36,000

Guaranteed net paid

Circulation DAILY

and a pro-rata reduction should the circulation at any time fall below those figures ——

That's What THE WINNIPEG TELEGRAM OFFERS YOU

"Write it in the contract"

¶ The Winnipeg Telegram is forging steadily ahead in both circulation and advertising. Statistics show that it has made greater gains in circulation in the past 10 years than any newspaper in Canada.

THE TELEGRAM

THE Winnipeg Industrial Bureau has published statistics showing increases in the past four years unequalled by any city on the continent. Our assessment values have jumped from $80,511,000 in 1906 to $157,608,000 in 1910, nearly double in four years; our bank clearings have risen from $504,585,000 to $953,415,000; nearly double. We have erected in the past four years $48,777,000 worth of new buildings within our city limits; our population has increased from 122,000 to 175,000, and we have added over seventy new manufacturing plants, increasing our annual manufactured output from $18,000,000 in 1906 to $36,600,000 in 1910; more than double.

Most General Advertisers

HAVE AWAKENED TO THE FACT THAT THERE IS

MONEY FOR THEM IN WESTERN CANADA

This is the city so thoroughly covered by the Telegram. Being the chief Conservative paper in Western Canada it has virtually no competitor in the field. You can reach Telegram readers only by using the Telegram. It is this exclusive circulation that attracts such a large volume of advertising, both local and foreign. No campaign will be a success without the aid of the Telegram.

LOW RATES: Daily 4½c., Farmers' Weekly 5c. a line

WINNIPEG

ready to pounce upon some advertising that is done and prove it a waste; but nobody tries to compute how much *more* would be wasted if the advertiser didn't advertise at all. All advertising is pioneering, and the best pioneer who ever blazed trails took some false steps, doubled on his tracks, and many other things later proved to be inaccurate and foolish.

One man's recipe for eliminating waste may be another's recipe for building business. The main thing is to *study your business*. A certain large advertiser of the veriest general-publicity type, who has been very frequently criticized for "waste," has satisfactorily dem-

Strong trade copy

onstrated to a chosen few in his confidence that, considering his product and his trade situation, his present kind of advertising is high-class strategy—the mourn-

"Baby's Own Soap"
BABY'S OWN SOAP
Beware
of using imitations of our celebrated
BABY'S OWN SOAP
It stands at the top for purity. Most imitations are harmful for delicate skins.
Baby's Own Soap is made only by the
ALBERT TOILET SOAP CO., MFRS,
MONTREAL.
See our name on every box. 2-2

Weak—illustration far-fetched

ers' bench of "waste" critics to the contrary notwithstanding.

Waste lies as frequently in the qualities of the man as in the methods of his advertising; and all "waste in advertising" is an elastic, relative and nebulous term.

No man has failed until he is willing to admit it himself.

* * *

Economy consists of spending money so that you will have more to spend.

* * *

When a man asks your advice it is a sign he will not take it.

Canadian Collier's

CANADIAN COLLIER'S is not a fiction paper primarily. Canadian Collier's is written with a purpose and read with a purpose—by people who respect its integrity. Of all magazines of large circulation, Collier's is without doubt the GREATEST POWER FOR PROGRESS — the one publication that clings unflinchingly to a high ideal.

Canadian Collier's is read by over 30,000 active, intelligent men and women each week—men and women who want more than "light reading." And this 30,000 GOES INTO THE HOMES, in yearly subscription form.

Canadian Collier's is the ONLY MAGAZINE THAT PROTECTS ITS ADVERTISERS by guaranteeing a cash refund pro rata should the circulation fall below the mark on which the advertising rate is based, in this case 30,000.

E. C. PATTERSON
ADVERTISING MANAGER
New York Chicago Boston

A. H. BLIGHT
CANADIAN ADVERTISING MANAGER
47-51 King Street West, Toronto

THE STORY OF SPEARMINT

Built on $32.50 Capital—A Striking Record of Success from Persistent Advertising—An Article by Austin E. Jefferson in "Judicious Advertising."

In 1893, William Wrigley, Jr., started a chewing gum business with a capital of $32.50. The organization was himself. As his rent was $25.00 a month, he had to step lively from the start.

The selling plan was to give away premiums to the dealers who sold a certain quantity.

As Mr. Wrigley gradually worked up a business on these, he put in force an idea that had been in his mind for many years.

This idea was based on the record of his boyhood days in the suburbs of Philadelphia.

When a boy he used to swim in a little stream bordered by thousands of spearmint plants.

His recollection of how all the children enjoyed chewing the spearmint leaves, caused him to make a chewing gum flavored with the refreshing juice.

The constantly increasing sale of Spearmint for several years from the time he first sold it, resulted in launching a little advertising campaign in the street cars of Buffalo.

The advertising was simply to tell thousands about it, and kept on telling them about it constantly instead of depending upon the slow but sure growth caused by recommendations of one user to another.

But Mr. Wrigley did not expect to make a success without distribution. He saw to it that every dealer had the goods in stock, and that the copy was distinctive, desire-creating, and, above all, constantly varied.

He never stinted as to the amount spent for plates, car cards, or other advertising necessities.

The copy was light and airy, so

Some pianos have many good features
Most pianos have some good features
Gourlay Pianos have all
the good features known to modern
musical science
Gourlay Winter & Leeming
188 Yonge Street
Toronto

Artistic and convincing

that everyone would read it, but every advertisement that has ever been put out has told not one, but many advantages to be gained by chewing Wrigley's "Spearmint."

Mr. Wrigley did not wait to get his money back in Buffalo before taking on more territory.

The fact that the goods were selling and increasing in sales was enough evidence of future success.

He had confidence enough in "Spearmint" to know that the sales

HALF A MILLION PEOPLE

Will Settle in Western Canada this Year

WHOSE CUSTOMERS WILL THEY BE?

¶ Bankers in Western Canada declare that the volume of retail business is at high-water mark, and they ascribe the current activity to the enormous influx of new settlers. These immigrants are investing heavily in supplies of all kinds, and the merchants are reaping a harvest.

¶ The increase of population in the three Prairie Provinces from immigration alone during 1911 is estimated at 500,000, a number almost equal to the combined population of the cities of Toronto, Hamilton, Ottawa and London.

¶ Consider the value of these well-to-do newcomers as consumers of the manufactured products of Canada. Scores of thousands can be influenced to become users of Canadian-made goods if the manufacturers and distributers will utilize that most potent instrument, advertising, and employ the newspapers of Western Canada, particularly

THE MANITOBA FREE PRESS

WINNIPEG - - - - - MANITOBA

THE GREAT DAILY OF THE WEST

Any Advertising Agency in Canada will be glad to prepare copy, quote rates and advise you concerning the western field and its newspapers.

would continue wherever they were started.

Every penny received from sales of the gum for the first two years was put right back into advertising, and the policy of increasing advertising constantly, in proportion to the increase in the sales, has made "Spearmint," Mr. Wrigley believes, the greatest advertising success ever known, especially considering that it has only been advertised for four years.

Wrigley's "Spearmint" to-day has grown from a $32.50 capital to a $9,000,000 corporation, and 9,000 wholesalers sell it in the States alone, supplying 600,000 retailers.

Summing up—it may be said that "Spearmint" success is due to common-sense, persistent advertising that conveys "Spearmint's" advantages to everybody, backed up by thorough organization and distribution work.

Since advertising started it is a notable fact that there has never been a dead period in the business.

Small space well utilized

"Spearmint" copy held to the health idea—and branched out from it in several directions as exemplified by the "copy" which carries the phrases "Fine for Digestion," "Fine for the Teeth," and others of a similar nature.

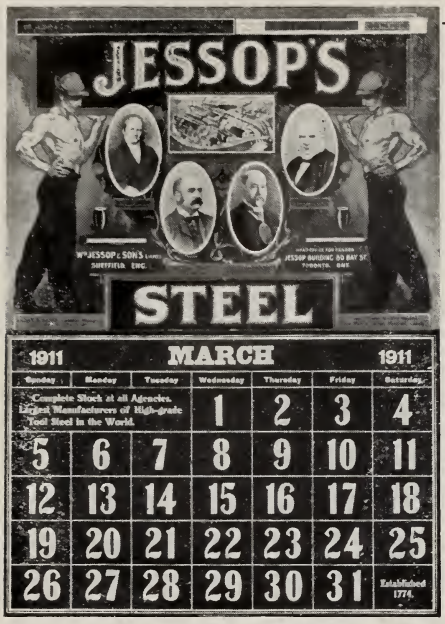
One of Spearmint's latest

Mr. Wrigley states he does not know any facts on the positive side of the art of advertising except one, and that is—to never let up.

He admits knowing a lot of "dont's" in regard to advertising, but states that persistent, consistent, big-space advertising is the only sensible sort. A flash in the pan is a wasted effort—the public forgets over-night, he says.

In summing up the success of "Spearmint," Mr. Wrigley lays it chiefly to a common-sense merchandising plan, linked with powerful, ceaseless advertising from one year's end to the other.

And the business is healthy, for it is based solely on demand.


JESSOP'S
STEEL
1911 MARCH 1911
Sunday Monday Tuesday Wednesday Thursday Friday Saturday
Complete Stock at all Agencies. Largest Manufacturers of High-grade Tool Steel in the World.
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31
Established 1774.

Reproduction of a Calendar

Executed by

The Hough Lithographing Company, Limited

96-104 Spadina Avenue

Toronto - Canada

Alexander Macpherson, President

There are Two Classes of People

who should be particularly interested in "Toronto Saturday Night" as a straight, clean-cut advertising proposition. They are the legitimate financial advertiser and the pure food advertising manufacturer. No wildcat or fake promotion advertising can ever appear in "Saturday Night's" columns, no dishonest or unclean advertising of any kind. Can you conceive of a better medium for the high-class, honest advertiser than a paper whose thousands of readers regard him with confidence from the moment he first appears in its pages?

SATURDAY NIGHT

Saturday Night Building - - Toronto, Canada

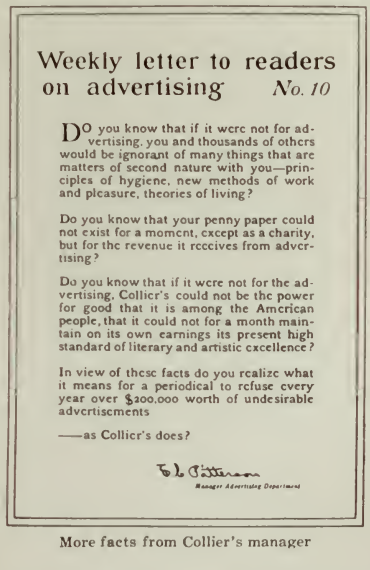
THE TORONTO AD CLUB LUNCH

Mr. S. C. Dobbs, President of the Associated Advertising Clubs of America, Talks on "The Creative Force of Advertising"—An Inspiring Address at the Toronto Ad Club's Second Gathering.

As the circular announcing the date proclaimed, the Toronto Ad Club was exceedingly fortunate in arranging a lunch hour meeting on April 22nd, with Mr. S. C. Dobbs, Sales Manager of the Coca Cola Company, as guest of honor.

Mr. Dobbs, with his entertaining personality, is probably one of the best informed advertising men on the American Continent to-day, and his address was forceful and inspiring, the main thought being that the Canadian advertiser has a real mission in life—that if he is to represent the best in advertising, he must be purposeful—must do things in a high-class way, and must get busy. "The best day you and I have ever seen," said Mr. Dobbs, "is to-day, and you can't do to-morrow the things you should have done to-day."

In alluding to newspapers and periodicals who are willing to print fraudulent land and financial advertising without sufficient investigation, to say nothing of unclean publicity matter, the speaker was uncompromising in his condemnation. "A newspaper," he said, "that prints the advertisement of a fraud is *particeps criminis* and can't get away from it, and I believe that papers will have to clean up their columns or the ad men will refuse to have any more dealings with them." Speaking of the difficulties advertising managers often have in deciding on the admission of a doubtful advertisement, he urged them to use their common-sense—to ask themselves whether they would invest their own good money in the scheme—to decide whether they would permit their own eighteen-year-old daughter to read such stuff. If not, such matter cannot be fit to


Weekly letter to readers on advertising No. 10

DO you know that if it were not for advertising, you and thousands of others would be ignorant of many things that are matters of second nature with you—principles of hygiene, new methods of work and pleasure, theories of living?

Do you know that your penny paper could not exist for a moment, except as a charity, but for the revenue it receives from advertising?

Do you know that if it were not for the advertising, Collier's could not be the power for good that it is among the American people, that it could not for a month maintain on its own earnings its present high standard of literary and artistic excellence?

In view of these facts do you realize what it means for a periodical to refuse every year over $200,000 worth of undesirable advertisements

——as Collier's does?

P. L. Gilbertson
Manager Advertising Department

More facts from Collier's manager

RESULTS COUNT IN ADVERTISING.
THAT IS WHY

The Farmer's Advocate and Home Magazine

(founded 1866 and published every Thursday)

is carrying more advertising in 1911 than in any one year of its previous history. Wide-awake business men know that this publication is true to name and is read in the homes of the most progressive farmers of Canada who have confidence in its counsel and also in its advertisements. This is the great essential qualification for a strong advertising medium.

Try it. Send for free sample copy and rate card

ADDRESS
THE WILLIAM WELD CO., LTD.
LONDON, CANADA

THE TIMES

is a bright, up-to-date paper, **going into the homes.** Special Canadian Press wire taps the world's news.

LIVE ADVERTISERS

use the Daily and Semi-Weekly for results. See that the **"Times"** is on your list when making your advertising appropriation.

"TIMES," HAMILTON, ONTARIO

Railway, Ticket and all kinds of Job Printing. We are sure we can please you.

go into the homes that made their paper possible.

In the event of universal peace ever becoming an accomplished fact, Mr. Dobbs believed that international commerce would be the medium—an extension of trade relations among the nations of the world, that could only be guaranteed by high-grade, insistent advertising.

But advertising *alone* could never bring lasting prosperity. The speaker rightly pointed out that linked up with that successful advertising which of itself creates a desire to possess, there must be a quality of product and an efficient sales organization. Marshall Field's success stood a conspicuous monument to the finest combination known—good merchandising plus good advertising.

It was a mistake to accuse advertising, as some politicians had done, of raising the cost of living. It did, however, raise the standards of value, and increase the pleasures and comforts of life, and it taught men how well they could live for a dollar.

Excellent use of illustration

Advertising, for example, brought down the price of automobiles, so that from being the toys of the idle rich they are now a necessity of business, and enabled those living in the congested parts of the big

Very suggestive of quality

cities to move out where there is room to bring up children in the green fields, where God intended they should be raised.

As an instance of how advertising by increasing the output had decreased cost of production, Mr. Dobbs mentioned a manufacturer whose machine unadvertised cost him $300.00 to produce, but which was manufactured after an advertising campaign had been started for $134.00, to be reduced later to only $96.00.

The value and influence of advertising was cumulative, so that provided the ad was an honest and forceful description of the product, and the goods had quality behind them, the retention of original customers through a long period of years was assured.

Mr. Dobbs gave some practical advice to the prospective and active ad men of the Toronto Ad Club, cautioning them not to forget small things, such as courtesy

— LITERARY EXCELLENCE —

has formed the basis of the truly National Circulation of the

CANADIAN MAGAZINE

and it continues to maintain the high standard which has placed it in the premier position among Canadian Magazines. It goes right into the homes of the best-class Canadians — the families with the greatest purchasing power, and is recognized by shrewd advertisers throughout the Dominion as the medium that produces the best possible returns for their investment.

THE CANADIAN MAGAZINE
TORONTO, CANADA

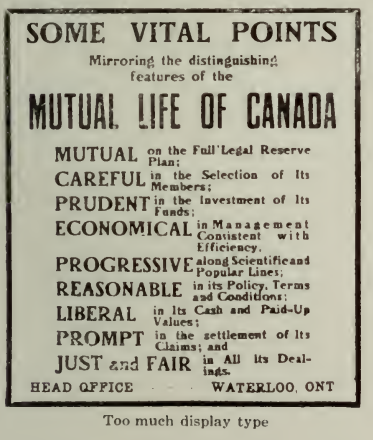
THE SPECTATOR
HAMILTON, CANADA

¶ The net average circulation for the first quarter of 1911 was **18,316.** The advertising carried during the same period was 1,466,680 lines—an increase of 81,305 lines over 1910. ¶ **Inside the city** the SPECTATOR circulates many thousands of copies daily more than any other paper prints. Its total distribution **in the City and in the Country** is greater than all other Hamilton dailies combined, and it is the only local paper whose sworn circulation records are open to advertisers.

and accuracy, pointing the latter with the instance of a jeweller who lost a friend's custom because the store clock was ten minutes behind time.

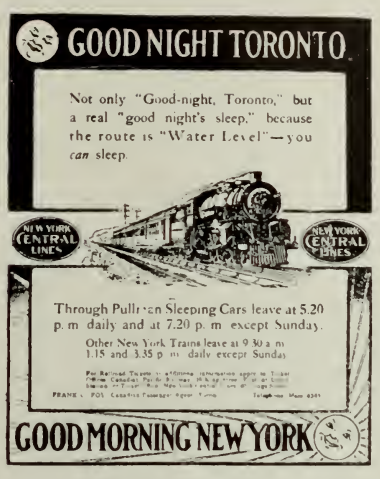
The importance of the educational work of the Ad Clubs was emphasized as an important factor in teaching young men to discriminate between the worthy and the unworthy, the good and the bad, and in fitting them properly to meet their opportunities, where all homes were open to them, and they must tread lightly.

Advertising was dogmatic and compelling, and to succeed they must keep in mind not themselves, but the millions outside themselves. The fanciful circulation statements of some magazines and newspapers would, said Mr. Dobbs, soon cease to be profitable, and he urged the establishment with every paper of


SOME VITAL POINTS
Mirroring the distinguishing features of the
MUTUAL LIFE OF CANADA
MUTUAL on the Full Legal Reserve Plan;
CAREFUL in the Selection of Its Members;
PRUDENT in the Investment of Its Funds;
ECONOMICAL in Management Consistent with Efficiency.
PROGRESSIVE along Scientific and Popular Lines;
REASONABLE in its Policy, Terms and Conditions;
LIBERAL in Its Cash and Paid-Up Values;
PROMPT in the settlement of Its Claims; and
JUST and FAIR in All its Dealings.
HEAD OFFICE WATERLOO, ONT

Too much display type

a staple rate card from which deviation was unknown. He looked for a higher moral purpose that would not allow advertising columns to be debauched for any amount of money. "Decency and goodness *do* pay," continued the


GOOD NIGHT TORONTO
Not only "Good-night, Toronto," but a real "good night's sleep," because the route is "Water Level"—you *can* sleep
NEW YORK CENTRAL LINES
NEW YORK CENTRAL LINES
Through Pullman Sleeping Cars leave at 5.20 p. m. daily and at 7.20 p. m. except Sunday.
Other New York Trains leave at 9.30 a. m. 1.15 and 3.35 p. m. daily except Sunday
GOOD MORNING NEW YORK

Excellent railway copy

speaker, "in satisfaction, if not in money. Dollars piled up at the expense of character can never bring real happiness. To be an advertising man in the highest sense is to be a man, a real man, the noblest work of God's whole creation. The greatest compensation we can get in the world is the compensation of service to our fellow-men."

Mr. R. S. Gourlay, President of the Board of Trade, occupied the chair, and after Mr. Dobbs' address, which was most favorably received by a large and representative company, conveyed a vote of thanks to the speaker, which was moved by Mr. John M. Imrie, seconded by Mr. R. S. Baker, and honored with a "Chatauqua Salute."

THE
CALGARY HERALD
Covers this field like a blanket

Circulation 11,500 Daily

The great Middle West is the best buying field in Canada. NOW is the time to break into it,—not next year. Alberta farmers have more money to spend this year than ever before.
The leading advertising agencies in the East can quote you rates for a campaign that will cover this prosperous country, and can tell you about The Herald. "You can't begin to cover Alberta without The Herald."

The Herald Publishing Company Limited
DAILY CALGARY, ALBERTA WEEKLY
EDGAR J. GUY, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

THE EDMONTON JOURNAL

The Journal carries more local, classified and foreign advertising than any other paper in Edmonton and at a higher rate.

MORNING
EVENING
WEEKLY

The Journal is read thoroughly because it is complete in daily news and special features. :: ::

The Journal publishes each month a detailed, sworn statement of a circulation greater than that claimed by any other Edmonton paper and endorsed by the Association of American Advertisers of New York.

M. R. JENNINGS - Editor and Managing Director
J. MacLAREN - - - Advertising Manager
EDGAR J. GUY, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

GIVING "COPY" A STRONG PERSONALITY

An important article by Harold Hodge, from "Judicious Advertising." Important because there is a tendency to regard typography as something which it certainly is not. The Printer's Art is a means, not an end, as far as Advertising is concerned.

To me typography is a means, not an end.

To a printer typography may be an artistic end to be accomplished, but to an advertiser it is of importance as being another of the many elements bearing on the strong presentation of the selling arguments he is trying to convey.

Since beauty is not necessarily synonymous with pulling-power, we advertisers are not concerned primarily with the beauty of our typography—but with those elements that our experience tells us help in the maximum degree to *get the money*.

Good typography leads to the effectiveness of copy in exactly the same manner that an accurate enunciation lends force to the arguments of the travelling salesman.

If the salesman's selling arguments are presented in a clear, resonant, strong, forceful voice and manner, containing to a maximum degree that illusive quality—"attractive personality"—he will get attention, will be heard and will lend to his arguments added weight by the fact that his voice rings sincere, carrying conviction.

What a salesman's voice is to him, type is to an advertiser. The same clearness, strength, force, and personality can be attained through type and type effects as through the spoken word.

YOUR PACKING PROBLEM SOLVED
No matter what you have to pack, cereals, eggs, bottles, lamps, glassware, pottery—in fact, everything which requires careful packing, there is a
"H and D"
Corrugated Box
which will carry your wares more safely than any other package.
SEND FOR A COPY TO DAY
The Hinde & Dauch Paper Co.

Striking appeal for booklet

And yet how careless some are about typography.

Many an advertiser who would not send a salesman out on the road who suffered any serious impediment of speech seems to delight in sending out printed salesmen that

KEEPING PACE
WITH THE DEVELOPMENT

of the country, and standing loyally by every public interest, THE TRIBUNE has made its way into the best houses in the West, and is to-day recognized as the most influential journal of public opinion West of the Great Lakes. You cannot cover this Western field without The Tribune any more than you can cover Canada by using just one newspaper.

RATES and samples on application.

DAILY for the City **THE TRIBUNE** WEEKLY for the Country

It takes a live one to Reach the live ones!

Canada Monthly is the livest Magazine in Canada.

Our circulation is live—It's growing.

Our subscribers are live—They are good spenders.

Our stories and articles are live—Good stuff by good men.

Our covers are live—They reach right out for you.

Our advertisers are live—That's why they use

CANADA MONTHLY

Give Us a Chance to Convince You.

VANDERHOOF-GUNN CO. LTD., Publishers,
Winnipeg, Man. Toronto, Ont.

suffer miserably from typographical hairlip.

The day of the advertising millennium will arrive when all advertisers will resist the temptation to indulge in typographical gymnastics in order to get attention.

To effect a sale you have to convey force, dignity, sincerity, personality and other characteristics which cannot be reconciled to freakish typography.

I don't want any reader to say "What striking typography!" "What a clever idea for an ad!" "What an ingenious display!" I want him to say "That sounds logical, square, sensible, I'll buy it."

And strong, clear types such as Caslon, Old Style, McFarlan and Modern are more readable and attractive than most others and will assist in securing this effect when unusual types, however attractive, often fail.

They are more common but, just as brown and green are the commonest of Nature's colorings, they are by this very fact the most pleasing to the eye. They are more legible, which is what we are after.

One of the most valuable uses to which typography can be put on its own account is in securing cumulative effect in an advertising campaign.

By maintaining the permanent typographical character a relation can be established in a series of advertisements which assists cumulatively in the general results on exactly the same principle that a trademark is valuable.

Where a firm advertises constantly, appearing repeatedly before the same eyes, as in department-store advertising, general publicity, etc., or where a chain of arguments are run—one ad to an argument—this typographical cumulative effect is tremendous.

This typographical consistency is so well appreciated, and I think Messrs. Porter, Brett, Gray and Fallon will bear me out in this, that

SUNLIGHT SOAP
5¢
does most of the world's washing and never makes a user sorry she chose the soap that saves work and spares clothes
for dish washing
for laundry work
try Sunlight to-day
Made by Lever Brothers Limited of Toronto

A new line in soap advertising

they and all other advertising managers for large department stores have the same men set their ads always.

Perhaps the most typographically critical of all department stores is Wanamaker's, who at one time actually set their own ads, and this is practically what they do at present, as I have seen at the "North American" men who for years have

To Newspaper Publishers

I have for sale very cheap a double-cylinder Taylor newspaper press, capacity 3,000 copies of 6 or 7 column 8 page paper, printed on one side, per hour; also an 8 h.p. direct current motor with controllers down to 50 per cent. of speed capacity, directly attached to press; and a Brown folder only a few years in use.
The entire outfit will be sold cheap. Cause of selling, installation of a Duplex press. No reasonable offer refused. It will pay any publisher with a circulation over 2,000 to have this press, as it does excellent work.

W. M. O'BEIRNE, Prop.
THE "BEACON" STRATFORD, ONT.

The oldest newspaper in Canada is "The Gazette"—Established 1778

The Gazette
MONTREAL

The only English morning daily in Montreal is "THE GAZETTE."

never set any other copy than Wanamaker copy.

This typographical consistency is of especial value to many businesses which are hard to advertise, such, for instance, as banks.

In general the typography of an advertisement should bear out the character of the article advertised.

Barnum, one of the most successful advertisers who ever lived, advertised the Biggest Show on Earth in the biggest typographical displays, and his awe-inspiring gymnastic features were depicted in the most awful colors and effects.

But if trying to sell articles of an artistic nature, artistic type effects consistently apply.

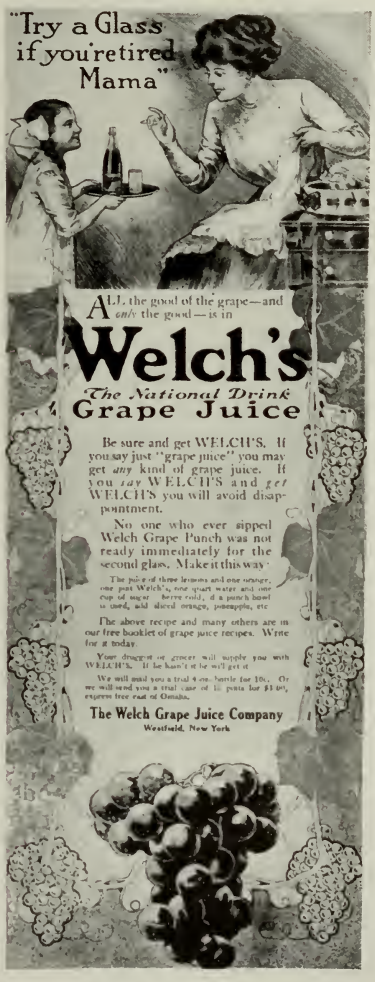
The requirements of most of us, however, lie between extremes. We have certain good, strong, clear selling arguments to present and we cannot do better than to present them in good, strong, clear body types such as Caslon, Modern, Old Style and McFarlan, using the same body type throughout in as few sizes as may be consistent, using the Italics, fullface and underlining in preference to the introduction of a new type face, and display lines of the same or similar type.

Too many type faces will destroy the force of the ad or other literature as surely as one display line too many will destroy the force of display lines otherwise strong.

Either in display lines or body matter I prefer Italics if I'm quoting.

If I mention price in display the figures representing the cents are half the size of those representing the dollars, and the dollar sign is the same size as the cents.

A generous use of white space is to be advocated in general publicity


"Try a Glass if you're tired Mama"
ALL the good of the grape—and only the good—is in
Welch's
The National Drink
Grape Juice
Be sure and get WELCH'S. If you say just "grape juice" you may get any kind of grape juice. If you say WELCH'S and get WELCH'S you will avoid disappointment.
No one who ever sipped Welch Grape Punch was not ready immediately for the second glass. Make it this way:
The above recipe and many others are in our free booklet of grape juice recipes. Write for it today.
Your druggist or grocer will supply you with WELCH'S. If he hasn't it he will get it.
The Welch Grape Juice Company
Westfield, New York

Welch copy is always suggestive

and retail copy, but is not often possible in mail order copy.

In mail order copy, if 6-point or even agate is used and set close,

TO get the most profitable returns from the great buying public of Ontario—those best able to appreciate the goods you have to sell—best able to buy and best able to pay.

THE NEWS

Toronto's acknowledged Home Paper

is the surest, least costly and most effective advertising medium you can use.

A BIG FIELD THAT IS EASY TO COVER

The quickest, cheapest and most satisfactory way to push your goods in New Brunswick is to tell of your wares through the columns of **THE DAILY TELEGRAPH, SEMI-WEEKLY TELEGRAPH AND EVENING TIMES-STAR.**

Our Subscribers (about 28,000) spend over $400,000 a week on the luxuries and necessities of life. Do they use YOUR goods?

Let us send Rate Cards, Circulation Statements, or render some assistance in placing your goods here.

The Telegraph Publishing Co.
ST. JOHN, NEW BRUNSWICK

(often running display lines in the copy in 12-point fullface Gothic caps or similar faces which have no serifs and very little shoulder) a very bold though possibly cold effect is secured—not a masterpiece of typographical beauty, but securing (in lieu of white space) a gray effect of small, clear type against which cuts and display stand out strong.

A few very carefully considered display lines will stand out against this gray without use of white space.

The reason mail order advertisers use gray instead of white space is that mail order advertisers have to tell considerable more of their story than publicity or retail advertisers, and your gray consists of selling argument, while white space is a tribute to typographical beauty, which you pay for at an average of a dollar a line.

Moreover the mail order class will read agate if your display lines have caught him and your copy is what it should be.

Another reason for the necessity of tight copy of mail order advertisers is the expense of the space. Yesterday I took out one line of white space in the depth of a 60-line 3-column ad and by shortening it just one-fourteenth of an inch saved $24 in a single insertion in the *Woman's World*, in which space costs more per line than in any other periodical in the world. In the next two months that white line would have cost me about $400.

Typography should be so unobtrusive as to demand no conscious attention on the part of the reader to the service it is performing. Like a good waiter it should require no attention on its own account. When you have been perfectly served you cannot only not tell what your waiter looked like, but you can't even recall his putting down a dish, so subtly, unobtrusively and perfectly was his service rendered.

It seems to be a law that perfect service cannot be rendered if that service makes any demand upon your attention on its own account.

Typography is SERVICE. As a waiter it conveys your dishes or

SALADA
Don't Close Your Eyes To The Fact—
That after all is said and done, there is no plea that will sell Tea like a captivating "Cup Draw." The sole and only result of superior quality. The enormous sale of "Salada" testifies to this.
"SALADA" Tea comes direct to you, in all its native plantation purity and freshness, preserved in the sealed air-tight packets in which it is alone sold.
Believe us when we tell you that it costs more to produce the "Salada" quality of Tea, but when we pack it we have something to be proud of, and can guarantee it.
The annual sale of 23 million packets is the most lavish endorsation of the public appreciation that the most critical could desire.
Black, Mixed or Natural Green.
To suit all tastes and inclinations
Get a Packet at your Grocer's TO-DAY.

Strong tea copy

arguments to your prospect, who awaits to devour them if they look good to him. It conveys your titbits of reasons in any way you wish—juggling them to attract attention in a flamboyant, comic or noisy way, or, if you so desire, it may serve each argument easily, steadily, quickly and unobtrusively, leaving your prospect with a full meal of easily digested arguments and unconscious of the subtle method by which you have typographically fed them to him.

QUALITY COUNTS

ADVERTISERS WHO USE THE COLUMNS OF THE

PRESBYTERIAN

Are talking to a well-to-do and important class, strong numerically and financially. The position of the "PRESBYTERIAN" is unique, and it is easily the best edited and most widely circulated Church Paper in Canada. Advertising in the "PRESBYTERIAN" appeals to a class reached by no other medium. Make a generous provision for space in the "PRESBYTERIAN" in your next appropriation. Send for sample copy and rates.

THE WESTMINSTER CO. LIMITED
CONFEDERATION LIFE BUILDING, TORONTO

SASKATCHEWAN

Will yield the general advertiser bigger returns than any of the Western Provinces. Its grain crop last year was considerably larger than that of Manitoba and Alberta combined.
The farmers are buyers. Get after them and keep after them. And you can do this best through

THE REGINA LEADER

Three editions: Morning, Evening, Weekly. Double the circulation of any other paper published in the province. Sworn circulation statement and rates on application.

The Leader Publishing Company, Limited
REGINA, SASKATCHEWAN
Special Representative: EDGAR J. GUY, 61 Canada Life Building, Toronto

THE "STITCHED" PUBLICATIONS

BY JOHN A. COOPER
Editor Canadian Courier

All newspapers may be divided in two classes—"stitched" and "unstitched." Although I have been over eighteen years in journalistic work, I have never been connected with any but a "stitched" publication. Fate seems to have decided that I should be connected with the wire-stitched business, probably recognizing that with my brand of temperament this was as near as I could come to wire pulling. Maclean's trade papers, *The Canadian Magazine*, the *Canadian Courier*, and the *Canadian Farm*—this is my record, and every one of these journals is distinguished by wire-stitching from the ordinary newspaper.

The growth of advertising in the "stitched" publications is one of the most pronounced features of recent journalistic history. This is true all over the civilized world, and not less true in Canada. For a time it looked as if the "stitched" publications of the United States and Great Britain would monopolize this market, but that condition was only temporary. The fact that there was no duty on periodicals from other countries delayed, but could not prevent, the growth of Canadian class papers and periodicals. To-day they are flourishing. They may not be growing as fast as the proverbial green bay tree, nor the price of town lots in the West, but they are progressing favorably.

"*The Week*," which was the most prominent Canadian periodical between 1885 and 1895, never had much advertising patronage, and I doubt if it ever carried a half-tone advertisement. In the issues of its last year, 1895, it carried about seventeen columns of

LONDON MADE SUITS TO MEASURE
There is a distinctive style and finish about a "Curzon" Suit which the "ready-to-wear" or "semi-ready" garments sold in Canada and the States lack. Indeed the "Curzon" cut and finish is hardly equalled even in garments sold by the best Custom Tailors whose charges are always excessive, if not altogether prohibitive. There is just that ease and comfort about our garments which give the wearer a well at ease" appearance.
Then there is the cloth to remember, nothing but real British materials every time.
One Silver and Two Gold Medal Awards.
Merely fill in a post card and address same to us as below, asking for our latest assortment of materials. Together with patterns, we send you fashion-plates and complete instructions for accurate self-measurement, tape measure all sent free and carriage paid. We dispatch your order within seven days, and if you do not approve return the goods and we will refund the money.
SUIT TO MEASURE
(Carriage and Duty Paid)
from $8.60.
CURZON BROS.
Est. by Curzon
The World's Measure Tailors.
Dept. 137 J, 60 62 CITY ROAD, LONDON, ENGLAND.
West End Depot:
Pembroke House, 193 5 Oxford St., London, England.
Address for Patterns:
CURZON BROS., c/o THE CLOUGHER SYNDICATE (Dept.137 J)
150 Confederation Life Building, TORONTO, ONTARIO.

English advertising in Canada

150 lines each. To-day, the successors of "*The Week*" carry an average of 45 columns of 180 lines each, or an increase of over 300 per cent. "*Massey's Magazine*" in 1897 carried an average of 22 pages, and the "*Canadian Magazine*" about forty pages. To-day "*The Canadian Magazine*" carries about a hundred pages of

Economy in Advertising

ADVERTISING in the Wilson List is economical. To buy an equal amount of circulation direct would cost 50% more than our rates.

The Wilson List consists of 200 papers with a combined weekly circulation of 200,000 copies. These papers go into prosperous Ontario homes. Their trade is valuable. It can be secured by advertising.

We will be glad to explain the economic features of this medium and quote rates to any advertiser who appreciates that economic buying of advertising space is important.

THE WILSON PUBLISHING CO.

73 Adelaide St. W.

TORONTO

MR. PUBLISHER!

¶ What effort are you making to acquaint Canadian Manufacturers with the value of your paper as a medium for the advertising of their products?

¶ You can't expect them to buy space from you, unless they have complete details of your circulation, the class of readers you appeal to, and the other special facilities you enjoy.

ECONOMIC ADVERTISING

is read by all our National Advertisers, and by many who will soon become National Advertisers. And moreover, this journal is always hammering home to the manufacturer the fact that HE BUYS TOO LITTLE ADVERTISING SPACE.

¶ There's no surer way of increasing your advertising patronage than by using the colums of

ECONOMIC ADVERTISING

high-class half-tone advertising. This is an increase of notable proportions. The "*Canadian Home Journal*" is carrying as much proportionately as the other monthlies, while the "*Western Home Monthly*" has a splendid patronage. The "*Farmer's Advocate*" runs from 70 to 80 columns weekly, and the "*Nor-Wester Farmer*" even more in its semi-monthly editions.

Other facts might be given, but those are enough to show how tremendous is the progress of the "stitched" publications in regard to advertising patronage.

When it comes to the advertising rate the progress is not so great, but it is quite positive. Few "stitched" publications charge less than ten cents a line; and the tendency is upward. Soon the minimum rate will be fifteen cents, and before many years a twenty-five cent rate will be common. Increased circulation and superior printing are the forces which are lifting the rates. The general basis on which all "stitched" publications frame their advertising rate is one-half cent per line per thousand. The "*Western Home Monthly*," for example, with a circulation of 33,000, is entitled to a 16½ cent rate. When a periodical charges less than the standard rate of half a cent per line per thousand, its publisher is either a fool or a prevaricator.

Another striking feature—most "stitched" publications are national, while most "unstitched" publications are local. Sir Frank Newnes, on his recent visit, noted this distinction between Canada and England. In England, a small country, the large daily papers have a national circulation, and carry national advertising; in the United States and Canada, both large countries, national treatment of public questions and national advertising are found mainly in the "stitched" publications.

It will soon be possible for a general advertiser who desires to cover the whole country to follow the practice of his contemporaries in Great Britain and the United States and use the illustrated or "half-tone" publications only. Heretofore there have not been enough of these to justify the expense of preparing "special" copy, but happily that condition has passed. To-day such expenditure is justified, as a number of advertisers have proved. The newspapers are carrying more advertising and so are the "stitched" publications. There is no conflict, only a differentiation. Some advertisers are using the one class of mediums, some are using the other class, and many are using both.

He who guesses right is a prophet—he who guesses wrong is a fool for guessing.

* * *

Most people are lucky in not being able to get what they think they want.

* * *

It isn't work a boy hates; it's doing it.

* * *

The best way to convince some people is not to try.

THE SERVICE END OF MAKING GOOD

By an Advertising Manager

We read all kinds of copy about this and that sort of medium, and we are given all sorts of ideas as to selling goods, but we ought not to overlook the Service part of advertising. An incident in which the writer was concerned will serve to illustrate my point.

A few weeks ago I ordered a piece of furniture from one of the large wholesale houses here in the city. On looking for further articles I found what I wanted at another house and placed an order there. Both houses assured me that, barring unforeseen accidents, the goods would be received from their factories and ready for delivery inside of two weeks. At the end of two weeks, not having heard from either house, I dropped a card to both of them calling the attention of each to their respective orders received from me, and asked if there would be any material delay.

House No. 1 "came back" the next morning in the following manner:—I was called up by the head of the department in which I had placed my order and advised that my furniture was due in Chicago that day, and would be ready for delivery the next day.

House No. 2 evidently had forgotten all about me; anyway, my postal card was not answered. After waiting four days I called them up to learn why my inquiry had not been given any attention, and learned that it was hardly considered necessary to do so, inasmuch as the goods I had ordered had not arrived from the factory.

Now, I think the manner in which these two inquiries of mine were handled will serve to illustrate my point on the value of Service as an advertising medium.

You are printing volumes of magazines and reams and reams of newspapers claiming all sorts of superiority for your product, but it is, to my notion, robbed of its value if you do not support it by means of good, intelligent, prompt and personal Business Service. It seems to me that in our hurry to make advertising an aid in the buying and selling of merchandise and making money we overlook the factor of Service to a great extent.

I buy all kinds of printing and lithography, also engraving, from firms here in Chicago, and it is always a ten to one shot that the man who gives me the best Service is the one whose books will show a greater amount of my business at the end of the year. The others are doing more "hollering" about themselves and their wares, but they have overlooked one of the most important cogs in the wheel."
—*From "Advertising and Selling."*

A grand-stand play will seldom pay.

* * *

Advertise the fact that you advertise.

Ideals and Ideas

Ideals are fine things.

Ideas are wonderful things.

The man with an ideal in advertising is apt to go wandering around a good bit.

He knows where he wants to go, but beyond that knowledge he doesn't proceed very far.

It is so much better for him to link his ideal to an idea.

They make an excellent tandem.

There ought to be an ideal in everything—business, love, war, or whatever may be the immediate occupation.

The shopkeeper without an ideal remains a shopkeeper.

Give him an ideal *and* an idea and he becomes a John Wanamaker or a Marshall Field.

The telegraph operator without an ideal remains in the little country office, acquiring telegrapher's paralysis and such brain fag as may accrue.

Give him a healthy ideal and a live idea and he becomes an Edison.

The balloonist without an ideal continues to do parachute drops at county fairs and is eventually sent to the hospital or the morgue.

Give him an ideal and an idea and he becomes a Wright or a Curtiss or a Hamilton.

Julius Cæsar, without an ideal, would have died of old age instead of making his farewell speech at the foot of Pompey's pillar.

Napoleon, without an ideal, would have died peacefully in the barracks —a corporal.

These men not only had ideals—they had ideas. They could work the two together.

George Washington, without an ideal, would have considered the job of county surveyor about as good as a man could want.

Every once in awhile you see an advertising campaign based upon an idea, without an ideal to give it life.

Also you see a campaign aimed at an ideal, without an idea that cooperates.

You not only must know Where You Are Going, but How You Are Going.

Let us say that an ideal is the searchlight which illuminates the road and shows the goal.

Let us say, then, that the idea is the motor which sends you along the road and to the goal.

The man with simply an ideal can only sit still and hold the searchlight on the path while the other fellows scoot by.

The man with only the idea is going somewhere but he isn't sure he is going straight.

Only the men with ideals *and* ideas make schedule time on the road of success.

And an advertising campaign must have the ideal—which is the Where—and the idea—which is the How—if it is to bring *both* results and returns.

Mahin Messenger.

Some small town merchants expect free "readers" with every display advertisement. Of course they are those who give a silk dress with every purchase of cotton hose.

MEN AND MEDIA

Mr. T. Johnson Stewart, editor of ECONOMIC ADVERTISING since its birth, has resigned his position and severed his connection with the Woods-Norris Advertising Agency. He has joined Desbarats Advertising Agency, Limited, and will in future look after some of their special agency accounts.

* * *

Mr. Don Tuck, late of the Ad Service Department of the Maclean Publishing Co., Limited, succeeds to the editorship of ECONOMIC ADVERTISING, and the position on the Woods-Norris staff vacated by Mr. Stewart.

* * *

J. B. Hazen, of the Advertising Department of Frederick Stearns & Co., Detroit, Mich., has accepted the position of Advertising Manager of the *Morning Albertan*, Calgary, Alta. A business promotion department will be established for the purpose of assisting Agencies in planning campaigns, and Mr. Hazen will offer detailed information as to trade conditions in Prosperous Alberta. The move should be acceptable to Agencies, inasmuch as few dailies are keen to co-operate in that direction.

* * *

The Gurney Foundry Co., Ltd., Toronto, have discontinued issuing, in separate form, their little booklet, "The Smoke Pipe," and will in future make their announcements to the trade by means of a four-page colored insert in the "Canadian Stove and Hardware Journal."

* * *

We notice that the April issue of the "Canadian Stove and Hardware Journal" appears in a new dress, in the shape of a very artistic two-colored cover, which will be used in future in every regular issue.

* * *

The New Brunswick Provincial Legislature has voted that the bill prohibiting the export of wood pulp from crown lands of that province shall become effective on October 1 next.

* * *

Mr. Gordon C. Keith has severed his connection with the Maclean Publishing Company, Limited, where he held the position of editor to "Canadian Machinery" and "The Power House," and has accepted a similar post with the "Canadian Manufacturer."

* * *

A new departure in the distribution of the Toronto morning newspapers came into force on May 8—an innovation which cannot fail to boost their circulation in Western Ontario. The "Daybreak" Edition of the three dailies will, from the above date, leave Toronto at 2.55 a.m., by special train. This will enable nearly every city, town, village and hamlet in Western Ontario to read the current news of the world's happenings early on the day of issue. We congratulate our dailies on the enterprise that they are showing.

* * *

Mr. J. B. Allen, late of A. McKim, Limited, has been appointed Advertising Manager of *The Canadian Courier*.

* * *

Canada last year spent millions in advertising the country. Seventy-one thousand Americans located in the three north-western provinces of Manitoba, Saskatchewan and Alberta, and they took with them to their new homes almost 40 million dollars. This year Canada expects to get 100,000 Americans who will take with them 50 million dollars. Evidently advertising Canada's resources and opportunities is paying her.

* * *

Mr. F. S. McMichael, of Cleveland, who has had considerable experience in trade copy writing in the States, has joined the Ad Service Department of the Maclean Publishing Co., and will look after the trade paper copy of their various papers.

Is your product worth talking about?

Every manufacturer takes a just pride in his product, but is often at a loss to know how best to get the buying public acquainted with its sterling qualities.

Has **your** advertising any **real** news value? Does it put **facts** in their most favorable light?

Is it **economically** and **judiciously** placed?

Your answer in the affirmative to these questions exactly describes

WOODS-NORRIS SERVICE

But you may realize the deficiencies of your advertising! If so—you are the man we want to get in touch with.

Our service is much more than mere clerical and mechanical work. We produce advertising that is **personal** and **profitable**—that hits hard, is definite, and hammers home your best selling arguments.

Our service pays. More than a few leading national advertisers will bear out this statement.

Ask any of them what WOODS-NORRIS Service means. We will mail you their names.

Ask us to detail our proposition to you.

WOODS-NORRIS LIMITED

MAIL BUILDING, TORONTO

The Globe
TORONTO.

MONDAY, MAY 8th

will see inaugurated what is practically a REVOLUTION IN MORNING PAPER DELIVERY in this Province.

"THE FLYING POST"

A New Special Mail Train

will leave the Union Station, Toronto, Daily except Sunday, at 2.55 a.m., arriving at London at 5.55 a.m.

This means that The Globe will hereafter reach all points in Western Ontario by from three to nine hours earlier than heretofore.

Subscribers and advertisers alike will appreciate at once what this means.

Toronto, May 4, 1911

CANADA'S
NATIONAL
NEWSPAPER.

JUNE — 1911

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING - - TORONTO, CANADA

AWAY AHEAD

In Circulation—In Advertising

The last two months have been RECORD-BREAKERS for the

"WITNESS" PUBLICATIONS

The vigorous Educational Campaign inaugurated some two months ago has had as a result

More than 15,000

regular yearly subscribers added to the "Witness" Publications.

Notwithstanding this unprecedented increase we have NOT YET

RAISED OUR RATES

We must of necessity do so shortly. In the meantime THE OLD RATES PREVAIL.

Intending advertisers should consult their Advertising Agents AT ONCE or write us.

It has not before occurred in Canada where the advertiser could get AN ADDED 15,000 CIRCULATION FOR NOTHING. Take advantage of the opportunity. Write or wire for rates.

THE "WITNESS"

MONTREAL - - - - QUEBEC

A Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

ADVERTISING RATES.

	1 month.	6 months.	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year. 10c. the copy.

Vol. 4. Toronto, June, 1911. No. 6

Straight Talks

NEVER LET UP

IN these days of prosperous trade conditions, one of the most common rebuffs the advertising solicitor has to meet, is that of the man who cannot see the necessity of advertising because he doesn't want *immediate* business.

"My dear Sir," says the prospect, "to advertise now would be suicidal; I have enough orders on hand to keep me going overtime for two months. Come back and see me in the Fall."

No firm which has established its business on the rock "Success" is here *for to-day* — it is in business for to-morrow and the day after, and the real factor in placing that business on a solid basis, in the insuring of permanent success — is the ability to *look ahead.*

A remarkable instance of the wisdom of this policy is to be noted in the methods of the American Automobile industry.

Many of them are largely over-sold, some, more than a year ahead, and still they advertise!

Why?

They are not looking for advertising to bring them immediate returns for their investment.

They realize that advertising is an essential part of the modern business structure.

They have an article for sale which is not bought on the spur of the moment—which is purchased only after mature consideration—

Your Advertisement will be Read

if the publication in which it appears is read. The effectiveness of your advertisement depends on the value of the paper containing it to the reader.

The Superiority of the Maclean Publications

lies in the character of their editorial contents, the live interest in matters of public and professional moment, the fearless statement of facts and the careful research back of every article published.
A competent staff of editorial writers give the reader a paper for which he readily and willingly subscribes and which he considers indispensable in his business.

A Force of Circulation Men

are daily increasing the value of these papers to the advertiser by increasing their circulation in every corner of the Dominion.
Among the Maclean publications you will find the paper or papers that will suit your purpose whether you appeal to the dealer or consumer or to both.

THE

Maclean Publishing Co., Limited

Office of Publications, 143 UNIVERSITY AVE., TORONTO

Offices in Montreal, Winnipeg, Vancouver, London, Eng., New York and Chicago

PUBLISHERS OF

Canadian Grocer	Hardware and Metal	Dry Goods Review
Printer and Publisher	Canadian Millinery Review	Bookseller and Stationer
Plumber and Steamfitter	Maclean's Magazine	Canadian Machinery
Power House	Farmer's Magazine	The Financial Post
	Canadian Foundryman	

and they are wise enough to hammer home desire-creating copy, which will bear fruit in actual sales in the undetermined future.

The same remarks apply with nearly equal force to any commodity you can name.

Direct and immediate returns, except in rare instances, from any line of advertising (with the exception of mail-order advertising) are not met with and should not be looked for.

The real value of advertising consists in the production of impressions and influences which bring the human mind to the purchasing point.

Dividends, which will assuredly increase in proportion as the advertising machinery is kept in perfect working order, are the natural sequence of continued and forceful publicity.

* * *

COURTESY

As a youngster it would have been very unwise for me to have addressed my father in any other way but "Sir."

I would have been speedily taught my manners.

And this habit has stuck to me all through life.

We Canadians, in the rush and bustle of modern business life, are very apt to set too little store on the employment of *courtesy* —common courtesy in our every-day vocations.

Don't misunderstand me. I have as big a horror of *servility* as the best of you, but the commodity which costs nothing, and which every one of us can use with a minimum of effort, is too often relegated to a back seat.

These remarks are made in no carping spirit. The majority of business men throughout the Dominion in their conversation and correspondence, unconsciously prove themselves possessed of courtesy of the highest order.

But there are others!

You may have met them!

Men whose address grates on your nerves—whose very attitude seems to reek of studied insolence.

Luckily they are few and far between.

The modern business man's time is precious—he is a "plain, blunt man" in many cases, but how often is the outspoken, short-worded man one of Nature's real gentlemen.

They are not all in this category.

AN EXCLUSIVE MEDIUM!

If you plan to appeal to a large number of well-to-do, better-class families, no medium is at once so profitable and so economical as the

PRESBYTERIAN

It goes right into the homes and is read by the entire family. Its utterances are authoritative and its editorial matter bright and full of news value. The "PRESBYTERIAN" is easily the most widely circulated Church Newspaper in Canada, and its advertising value is proven and assured. Make provision for space in the "PRESBYTERIAN" when placing your next contracts.

SEND FOR SAMPLE COPY AND RATES

THE WESTMINSTER CO. LIMITED
CONFEDERATION LIFE BUILDING, TORONTO

THE
CALGARY HERALD
Covers this field like a blanket

Circulation 11,500 Daily

The great Middle West is the best buying field in Canada. NOW is the time to break into it,—not next year. Alberta farmers have more money to spend this year than ever before.
The leading advertising agencies in the East can quote you rates for a campaign that will cover this prosperous country, and can tell you about The Herald. "You can't begin to cover Alberta without The Herald."

The Herald Publishing Company Limited
DAILY CALGARY, ALBERTA WEEKLY
EDGAR J. GUY, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

As our friend Albert Chevalier would have put it: "'Tain't exactly wot 'e says, it's the *nasty way 'e says it.*"

In no phase of business life is the spirit of courtesy more pronounced than in our stores.

There you find the polite, attentive employee, the educated, high-class manager, suave and impervious to the unjust tirades of the customer and ever ready to adjust disputes.

Would that all shoppers would take a lesson from the exemplary conduct of the large majority of the poorly paid employees in our large stores.

But what has all this to do with advertising? you will ask.

Simply this.

I firmly believe that we do not value sufficiently as a business asset the little everyday acts of common courtesy.

The stores are by no means the only businesses who have found that "politeness pays," and courtesy in every dealing has an advertising value which cannot be over-estimated.

It costs nothing to be considerate, courteous.

* * *

ADVERTISING AND DISTRIBUTION

The timely article on "Advertising Success by Thorough Distribution," which appears under the signature of William G. Colgate in another column of this issue, will help to hammer home a point which "Economic Advertising" has been persistently talking.

To create a demand for an article without making it possible for the public to purchase it readily, is worse than business suicide.

We will go further and say that much of the success attributed to advertising should really belong to the perfect distribution methods employed.

It is against human nature to expect a man to expend much energy to obtain an advertised article, if, at the second or third attempt, he finds it is not being sold through the ordinary business channels.

And the sooner every advertiser realizes that his advertising and distribution are inseparable forces in the success of any campaign, the better it will be for his pocket, and for the credit of advertising as a sales force.

The value of effective distribution has been so amply proven by manufacturers of a great variety of wares, that it is difficult to under-

Canadian Collier's

Here's a Circulation Statement That Means Something

EASTERN DIVISION	
Ontario	14,731
Quebec	7,046
Cape Breton Island	245
New Brunswick	1,023
Nova Scotia	2,190
Prince Edward Island	159
Newfoundland	44
	25,438

WESTERN DIVISION	
British Columbia	3,969
Manitoba	2,093
Saskatchewan	660
Alberta	794
Yukon Territory	11
	7,527

TOTAL	32,965

The above figures represent our actual weekly circulation for 1910, as certified to by Messrs. Price, Waterhouse & Company, Chartered Accountants, upon their examination of our books, January, 1911.

Issued April 3rd, 1911.

E. C. PATTERSON
ADVERTISING MANAGER
New York Chicago Boston

A. H. BLIGHT
CANADIAN ADVERTISING MANAGER
47-51 King Street West, Toronto

stand how any agent or advertiser could ever be so foolish as to overlook this primary essential.

Many firms will have their own methods of gaining the desired end, and success will surely attend those manufacturers who have placed their goods on the market *before* they have created a demand for them.

* * *

USE YOUR WINGS

If you want to succeed in the business world, or indeed anywhere, then you must "use your wings."

Men fail because

They lack initiative.

They are slaves to precedent, custom, and ceremonial.

They are always fearful of their own powers, afraid that "people would talk."

They dared not be original.

They dared not think for themselves.

They may have been good workmen in their chosen lines, but they never got any further than a position of mediocrity because they dared not use their wings.

Sometimes you hear men complaining because they have no chance. Because they are not given the helping hand. They say: "All the opportunities are gone. The good places have been snapped up."

But the good places are not all gone, and opportunity is continually knocking at the door of a man's life. Opportunity knocks more than once, twice; aye, many times.

Use your wings. Don't grovel—soar.

Be a slave to no man's code of thought.

Think for yourself.

Determine that you are made of the great things prophesied by your anatomy, your grey matter, and your heart thought.

Think for yourself.

What if people do talk? Talk is silent in the presence of success. Get a grip on your staying powers. Plan your works, and then work your plans.

Get success, credit, fame, by deserving them.

Don't be an imitator. Strike out.

Don't imitate. Initiate.

Use your wings.

SASKATCHEWAN

Will yield the general advertiser bigger returns than any of the Western Provinces. Its grain crop last year was considerably larger than that of Manitoba and Alberta combined.
The farmers are buyers. Get after them and keep after them. And you can do this best through

THE REGINA LEADER

Three editions: Morning, Evening, Weekly. Double the circulation of any other paper published in the province. Sworn circulation statement and rates on application.

The Leader Publishing Company, Limited
REGINA, SASKATCHEWAN
Special Representative: EDGAR J. GUY, 61 Canada Life Building, Toronto

nine-tenths of advertising

—that is, successful advertising—is conducted through newspapers, and the most valuable newspapers are those that back your proposition with their INFLUENCE on their readers.

THE TORONTO NEWS

is read by the buying public—the advertiser that takes advantage of *The News'* INFLUENCE gets results—often surprising results.

And rates of advertising in The News are low enough to make it a big consideration in your campaign. Preferred positions and other advantages can be discussed and PROOF of past results in various lines is shown in The News Office.

Bay Street - - Toronto

CONSTRUCTIVE SALESMANSHIP

Sheldon has defined salesmanship as the art of inducing people to buy products at a profit, and the *Canadian Grocer*, in its special spring number, has performed a most useful service to every merchant in analyzing the conditions that make for successful salesmanship.

This has been done by means of a series of articles contributed by successful merchants in every part of the Dominion, and the methods by which they have achieved success make most interesting and instructive reading.

The various cogs in the modern business wheel—the hundred and one aids that contribute to profitable merchandising—are discussed in a practical and authoritative manner, and this issue has a special value because the opinions expressed are not those of mere theorists, but of practical men whose methods have made good.

And in nearly every case, emphasis has been laid on the value of newspaper advertising as a desire-creating force, which never fails to return many times the cost of the ad, when some specialty is featured.

Many other methods of obtaining publicity—window display, interior fixtures, the telephone, prompt service, and efficient distribution—most rightly are given a place of honor in the business structure, but in every town that is big enough to support a local paper, the successful merchant of to-day relies on the advertising columns of the daily or weekly, to gain the public ear.

* * *

WANTED—A BETTER UNDERSTANDING

We are reminded of a most significant move amongst advertising men by the report contained on another page. of the first annual meeting of the Association of New York Advertising Agents.

This important organization. comprising nearly all the agencies doing business in New York City, has got together to create a better understanding between the agents, to eliminate abuses, and to place the soliciting of advertising on a more honorable and satisfactory basis.

Nothing but good can come of their deliberations. As Mr. Johns remarked, the Association must always advocate healthy, free and open competition amongst its members, but the methods of soliciting business must ever be fair and above board.

The officers elected are of the highest standing in the advertising

BLANKETS THE CITY

The Hamilton Spectator

May Circulation Record

18,440 Copies

RATES DIRECT OR ON APPLICATION
TO ALL RECOGNIZED AGENCIES

KEEPING PACE

WITH THE DEVELOPMENT

of the country, and standing loyally by every public interest, THE TRIBUNE has made its way into the best houses in the West, and is to-day recognized as the most influential journal of public opinion West of the Great Lakes. You cannot cover this Western field without The Tribune any more than you can cover Canada by using just one newspaper.

RATES and samples on application.

DAILY for the City THE TRIBUNE WEEKLY for the Country

profession and their future deliberations will be watched with the greatest interest.

It is highly desirable that general rules of practice, governing the soliciting of advertising, should be codified and observed by all engaged in this work, and Canadian advertising men should be able to obtain useful information on advertising ethics from the methods employed by their American cousins.

* * *

THE SPUR OF COMPETITION

Both weeds and competition are beneficial. Without weeds in agriculture there would be far less tillage of the crops. It is easy enough to apply the metaphor to business. When the soil is kept in good condition by constant toil and work the crops are fine and rich. When competition in trade is aggressive the merchant who keeps his ground properly tilled and fertilized with quality is sure to win a big volume of trade.

Every business man worries occasionally about his competitors. But what would his trade be without them? Dull, deadly dull.

The best business thrives best on keen competition. The man who fears competition had better retire quickly from the field of action. Worry won't help. Given the right goods at his back, no man need fear competition on the basis of quality. And a quality competition will always win out against a price-cutting competition. The persistent price-cutter is the man who lacks faith in himself and in his goods. And back we come to the axiom that without faith there can be no enthusiasm, no success, no real advancement.

A man must believe in himself and in the honesty and fairness of his business to get along in the world.—*Semi-Ready Special.*

* * *

Good material and workmanship are the foundation of success. Sales put up the side walls. Collections form the roof, without which everyone gets soaked the first time it storms.

* * *

He has achieved success who has lived well, laughed often and loved much; who has gained the respect of intelligent men and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it, whether by an approved poppy, perfect poem or a rescued soul; whose life was an inspiration; whose memory a benediction.

—*Beach's Magazine.*

TO-DAY!

This little strip of light,
Twixt night and night,
Let me keep bright
To-day!

And let no fumes of yesterday
Nor shadows of to-morrow
Bedim with sorrow
To-day!

I take this gift of heaven
As simply as 'tis given;
And if to-morrow shall be sad,
Or never comes at all, I've had
At least to-day!

ADVERTISING SUCCESS BY THOROUGH DISTRIBUTION

BY WILLIAM G. COLGATE
Gagnier Advertising Service, Toronto

Perhaps the most fatal mistake that can occur in the planning or laying out of an advertising campaign is a wilful or unconscious disregard of dealer conditions affecting the distribution of the article which it is proposed to advertise. More than one campaign has started out with a good marketable commodity, strong convincing copy, dignified and attractive typography and art work, excellent list of media and so forth, only to come to an untimely end, involving an enormous loss of money, because the advertiser's channels of distribution were not extensive or complete enough.

I know of at least two instances in Canada within the past year where this has happened. In one case it was the advertiser of a laundry and toilet article; in the other a specialty in men's wearing apparel.

Both of these campaigns failed signally because of inadequate distribution, because the relation of the dealer to the proper distribution of the goods had not been considered. Readers of the advertisements ordered the articles from their dealer and were told that they weren't kept in stock. In fact, an absolute lack of knowledge was exhibited concerning the character and purpose of the goods. Those who were persistent enough to try elsewhere met with pretty much the same response. Others again, more easily satisfied, accepted substitutes, while the rest, after diligent searching, finally had to. I was one of the latter, so I know.

The total amount of the appropriations spent on these campaigns was almost completely wasted, simply because the advertising had been planned to bring the people to the dealer before the dealer had been stocked.

Let us suppose, for example, that a manufacturer of a breakfast food had decided that it was about time he "broke into the advertising game." His initial step would be to consult a reputable agency. Then, having laid his case before them—yielding up all the information at hand relative to his product and methods of doing business—leave the agency to decide upon and map out a suitable plan of campaign designed to fit the exact needs of his business.

Granted, we'll say, that this has been done. The agency's next move is to find out as far as possible how the lines which the advertiser proposes to move through advertising are distributed. What proportion of dealers in the various territories are already handling the line; the reasons why those who should be are not; what districts are left unrepresented; what sole

Just to show you–

what a really high-class medium Toronto Saturday Night is for the advertiser with a high-grade proposition:

A week or so ago a man walked into the office with copy advertising a $25,000 house which he wanted to sell. He said the place was too large for him and he wanted to find a purchaser.

Said the man with the house, "Saturday Night seems to have the kind of readers that are most likely to be able to buy the kind of a house I have to sell."

The ad went in.

And his expectations were realized, for replies came to him in quantities from all over the country.

If a $25,000 house can interest the readers of Saturday Night, it should not be hard to sell them articles of far less value, yet relatively high in quality. ¶ Toronto Saturday Night carries only clean, sound and honest advertising. Your proposition in Saturday Night stands a good chance of being profitable if it comes under this classification.

Write for rate card and any other information you think would be helpful.

SATURDAY NIGHT

Saturday Night Building - Toronto

agents there are if any, and where located, and what competition exists, if any. All this data the agency should be in possession of before a line of copy is written. Failure to observe this rule is the most frequent source of advertising waste. Districts which are not covered by a dealer can hardly be expected to yield a revenue when there are no goods available to supply the demand created by the advertising.

Practical co-operative help for the dealer

An illustration of this is found in the case of a big American manufacturer of grape products, whose first year's advertising proved a big failure because the agency handling his account neglected to prepare the way for thorough distribution by efficient dealer work prior to commencing the campaign. Had the advertiser not been in an exceptionally strong position financially, there would have been a new tombstone in the advertising graveyard. As it is, he has again come back into the magazines and periodicals, backed this time, no doubt, with a greatly improved dealer situation. Although he has come back, he is using smaller space and it will likely be some time before he recovers altogether from the serious crippling received in that first year of his advertising experience. Truly, as Ben Franklin says, "He has had to pay dear for his whistle."

Had the agency made sure of an adequate distribution before the campaign begun doubtless the year's results would have told a different story. One simple but effective expedient employed by some advertising agencies in cases where the list of dealers falls short of

The oldest newspaper in Canada is "The Gazette"—Established 1778

The Gazette

MONTREAL

The only English morning daily in Montreal is "THE GAZETTE."

THE HERALD

HAMILTON - - - CANADA

is the only Daily in that city issuing a circulation affidavit sworn to by its

Circulation Manager

The One Who Knows

It has the biggest city circulation, being the original one-cent paper of THE manufacturing city of Canada, and always Independent in politics. It goes into 60 per cent. of the homes and is

A Newspaper: Not an Organ

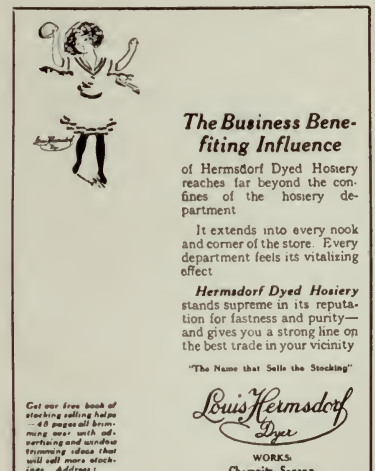
that required, is to write, illustrate and prepare the advertisements for the entire campaign, have these set up by the printers and press proofs pulled of the finished ads. These

A special agency proposition attractively presented

proofs are then compiled and bound together in the order in which they are to appear, with the name of the publication and date of insertion appended. A copy of the complete series is finally handed to each traveller.

Armed with these books when they go out on their regular trips, the salesmen are thus able to give their customers an excellent idea of the character and extent of the proposed campaign, besides adding other new accounts on the strength of it. For it is becoming more and more an easy matter to convince the dealer of the wisdom of handling advertised goods and the advantages of quick turnovers need no argument. He of all men is best qualified to judge of the approximate effect of an advertising campaign, because he has daily an actual demonstration of its results measured by the number of customers who call for the advertised article. His opinions and criticisms of the advertising series, while not infallible, should be helpful, and should be carefully weighed before being accepted or rejected.

Trade journals and technical publications afford a good medium through which to approach the dealer, because their aim is to specialize in the retail interests. It is his own paper and he looks to it regularly for counsel and guidance in the conduct of the affairs of his business. Even the busiest dealer


The Business Benefiting Influence
of Hermsdorf Dyed Hosiery reaches far beyond the confines of the hosiery department
It extends into every nook and corner of the store. Every department feels its vitalizing effect
Hermsdorf Dyed Hosiery stands supreme in its reputation for fastness and purity—and gives you a strong line on the best trade in your vicinity
"The Name that Sells the Stocking"
Get our free book of stocking selling helps—48 pages all brimming over with advertising and window trimming ideas that will sell more stockings. Address: American Bureau of Louis Hermsdorf 235 W. 39th St. New York City
Louis Hermsdorf Dyer
WORKS:
Chemnitz, Saxony
AMERICAN BUREAU:
235 West 39th Street, New York

Hermsdorf copy is always striking

can usually find time to read his trade paper, for the reason that its practical suggestions and timely help represent a dollars-and-cents value to him.

PRINTING PLUS SERVICE

Our business is the making of specially prepared books, catalogs and advertising matter. We create the work in its entirety—designing—typesetting—presswork and binding. ¶ Our Service means speed in delivery and an intelligent conception of our customers' requirements backed by a big, modern, up-to-date plant, ready at a moment's notice to do your bidding.

THE HUNTER-ROSE CO. LTD.
12-14 SHEPPARD STREET TORONTO, CANADA

It is hardly possible that mailing cards and folders will ever be able to supplant forceful and intelligent advertising in trade journals of prestige and influence. The involuntary association of ideas that occurs in the dealer's mind does not as a rule give to the mailing card that confidence and respect he holds for the integrity of his trade paper, and the class of advertising that it carries. In any case mailing cards and folders should only be used as a supplementary feature of the trade paper campaign.

The point, however, that needs to be particularly emphasized is that any medium that will strengthen the manufacturer's connection with the trade and enlist the cordial cooperation of the dealer in the marketing of any given product should be utilized as far as possible by the advertiser and the agency. And no opportunity should be slighted or neglected that will facilitate or accelerate the progress of the goods to their ultimate destination—the consumer.

Consider the consumer by all means but don't overlook the dealer, is a good point to remember in the shaping of a campaign.

ADVERTISING—AN INVESTMENT

A prominent manufacturer with supreme confidence in the power of advertising told a friend of his from the financial district that he was going to invest $100,000 during the year in advertising a new product.

"What do you expect to get from it?" asked the friend.

"Well, if I put my money in Wall Street I would get about four per cent., so I will be satisfied if I get that much or a little more."

At the end of the year the manufacturer figured that his advertising brought him $16,000 in profits—sixteen per cent. on his investment.

"Well," said the financial friend sarcastically, "Are you satisfied?"

"Of course," was the answer. "I have sixteen per cent. on my money. That is twelve per cent. better than Wall Street."

"Yes," almost shouted the friend, "but Wall Street would have returned your original $100,000, too. You have lost your money; you are $84,000 out."

"Not by any means," answered the manufacturer. "I still have my money. It is represented by my trade-mark. Do you think I would sell for $100,000 a trade-mark that will bring me $16,000 a year?"

The proof of the pudding is the eating. There are trade-marks today rated at worth millions of dollars—the trade-mark itself mind you—and all that money represents purely money invested in advertising.—*Mahin Messenger.*

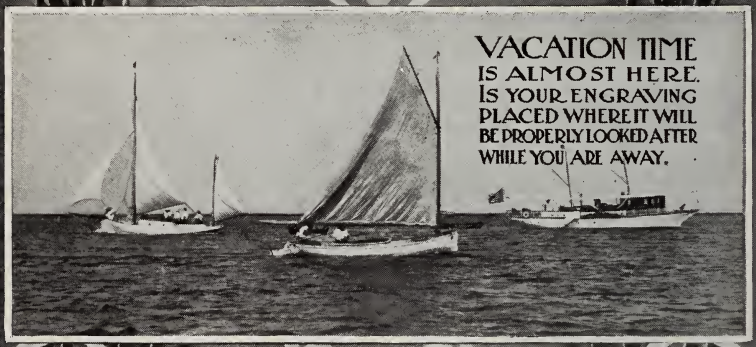
* * *

The right kind of advertising is business insurance.

* * *

Advice isn't expert unless it is based on common sense.

ILLUSTRATING
ENGRAVING
COMMERCIAL-PHOTOGRAPHING



Plates in one or to print more colors

Legg Bros. Engraving Company

5 Jordan St.

PHONES MAIN
957-958

TORONTO

COOPERATION FOR THE AGENCIES

First Annual Meeting of the Association of New York Advertising Agents—By Frederick H. Siegfried.

Shoulder to shoulder co-operation, without any curb on the fullest possible honorable competition in securing business, may be described as the key-note of the first annual meeting of The Association of New York Advertising Agents, which was held at the Aldine Club Thursday evening, May 18.

Over 50 representatives of New York advertising agencies were present, the secretary-treasurer reporting that out of the 51 agencies eligible as charter members, all but seven had already qualified, and it is expected that practically all of these will do so within the few days remaining. The movement is thus completely representative from its inception of New York agents doing a national business.

Perhaps the most important business of the evening was the representation of the New York Association at the Convention of the Association of Advertising Clubs of America, to be held in Boston on August 1 to 4, this subject being brought up by Mr. Frank Presbrey, who is chairman of the agents' section of the Convention.

Mr. Presbrey spoke at length of the plans for this great meeting, at which over 3,000 advertising men are expected to be present, and it will be addressed by both President Taft and Colonel Roosevelt. He reported the greatest possible interest among advertising agents all over the country, and that delegates would come from many agencies located as far as the Pacific Coast would be represented, at least six delegations having already planned to go on special trains accompanied by brass bands.

Steel Filing Cabinets will Safeguard Your Business Records
THE future of your business largely depends upon the records kept in your Filing Cabinets. If these records are not protected from fire, theft, dust, vermin and damp, then how much do you value your business?
"Office Specialty" Steel Filing Cabinets are fire-resisting. The unique methods used in constructing them guarantees long wear and satisfactory service. These Steel Cabinets are exceedingly neat and pleasing in appearance. The rich dark green enamel is carefully baked on under tremendous heat, and will not chip off, or show scratch marks. Made in Bill, Letter and Cap sizes, with Roller Bearing Drawers.
This Steel Vertical Filing Cabinet, as illustrated, in Letter size, with capacity of nearly 10,000 papers. We will send it to your office on approval, and if it is not exactly as represented send the Cabinet back at our expense.
THE PRICE IS
$35.00
F.O.B. TORONTO
OFFICE SPECIALTY MFG. CO. LIMITED
97 Wellington St. West, TORONTO
BRANCHES: St. John, Halifax, Quebec, Montreal, Ottawa, Toronto (Head Office), Hamilton, Winnipeg, Regina, Calgary, Vancouver.

Real advertising

After free discussion, Mr. William H. Johns, the chairman, was unanimously authorized to appoint 15 delegates to represent the Association, including the five members of the Executive Committee, and also to appoint five alternates in order to provide for the fullest possible representation.

THE WINNIPEG FREE PRESS

Publishes the Largest Saturday Newspaper in Canada

IT CONSISTS OF 64 PAGES, AND IS ISSUED IN SIX SECTIONS

It carries a larger volume of advertising than any other paper in the Dominion. The total amount of advertising in each issue for the past five Saturdays is shown in the following table :

Date	Columns of Advertising
April 15th	223 or 32 pages
April 22nd	236 or 35 pages
April 29th	275 or 39 pages
May 6th	287 or 41 pages
May 13th	291 or 42 pages

The following table shows the volume of advertising carried by THE FREE PRESS for each month during the first four months of 1911:

	No. of Issues	Total No. of Columns	Average No. of Columns per Issue
January	26	2444	94
February	24	2612	109
March	27	3306	122
April	25	3549	142
	102	11911	117

A total of 11,911 columns of advertising in the first four months of 1911, equal to an average of 117 columns per issue, or nearly 17 pages per day.

What is producing this enormous volume of Advertising? Why is THE FREE PRESS, Winnipeg, so signally favored?

Western Canada is prosperous. Business in all lines is advancing towards high-water mark. The current activity is ascribed, in part at least, to the incoming flood of new settlers.

Consider the effect on general trade of the investments made by these newcomers in supplies of all sorts.

The increase in population in the three Prairie Provinces from immigration alone during 1911 is estimated at 500,000, a number almost equal to the combined population of the cities of Toronto, Hamilton, Ottawa and London.

Thousands and tens of thousands of these newcomers can be induced to become users of Canadian-made goods if the manufacturers and distributors will make use of that most potent instrument, advertising. An awakening in this respect has already taken place. An increasing number of Eastern Canadian firms are making known the merits of their wares through the advertising columns of THE WINNIPEG FREE PRESS

THE GREAT DAILY NEWSPAPER OF THE WEST

The Canadian Advertising agencies are in a position to furnish all the necessary information with regard to the Western field. They employ specialists who are qualified by experience and training, and who are familiar with Western business conditions. Any manufacturers or distributors who desire to obtain estimates of cost or other information about advertising campaigns in Western papers will do well to consult these agencies.

Special Representative, EDGAR J. GUY, 61 Canada Life Bldg., Toronto

These delegates were instructed to do all in their power at this Convention to establish a national organization of advertising agents enjoying the national recognitions of the two great publishers' associations.

No less than a dozen important subjects for discussion were recommended by as many different agents, ranging from questions of credit to a code of ethics governing the agency business.

Mr. Johns spoke very forcibly in favor of more definite agreement as to advertising ethics, describing the province of the advertising agent as, if anything, more of a profession than a business, and that while many agencies have high standards as to their business methods, some more definite codification is both necessary and feasible, and the applause which followed his remarks indicated general support of the position he has taken up.

As chairman, Mr. Johns said he thought that the Association does and must stand for free competition in soliciting business, providing only that this competition must be honorable, and reminding members that when they secure an account held previously by some other New York agent, they must bear in mind that within a month they will have to meet their competitor at table without reason for apologies as to their actions.

A typical fashion artist's figure

It was unanimously voted that out-of-town agents maintaining New York offices, who are recognized by both American Newspaper Publishers' Association and the Quoin Club, representing respectively the newspapers and the standard magazines of the country, should be eligible to membership in the Association.

The previous choice of the Executive Committee, William H. Johns (Chairman), Vice-President of Geo. Batten Company; W. R. Hine, of Frank Seaman, Inc.; Ralph Holden (Vice-Chairman), Vice-President of Calkins & Holden, Inc.; H. E. Lesan, of H. E. Lesan Advertising Agency; and Frederick H. Siegfried (Secretary-Treasurer), was unanimously ratified for the ensuing year.

Try This Winnin
"Daily & Sunday

The Daily World

"The Daily World," in addition to having the largest Toronto circulation of any Toronto morning paper, has an excellent circulation in the cities, towns and villages within a radius of eighty miles of Toronto. Many advertisers have used the columns of "The Toronto Daily World" continuously for the past quarter of a century, testing it in every conceivable way and proving conclusively that it produces not only immediate but most substantial returns. If you run keyed ads you can easily demonstrate what "The Daily World" will do for you

For Advertising Rates, Sample C

The Toronto W

40 West Rich

Telephone M

Combination — World"

COMBINED CIRCULATION
More Than 90,000 Copies

The Sunday World

The circulation of "The Sunday World" for the past five weeks has run 53,000 — 54,000 — 53,500 — 55,000 — 53,000. Of this total circulation more than 42,000 "Sunday Worlds" are sold and delivered in the City of Toronto every Saturday night. No other Toronto paper, morning, evening or weekly, will give the advertiser the same splendid Toronto home circulation. Combine "The Sunday World" with "The Daily World" and you cover a big, rich territory and reach a class of people who have money to spend and are willing to spend it

ies and Full Particulars Write

orld - Toronto
ond Street
in 5308

It takes a live one to Reach the live ones!

Canada Monthly is the livest Magazine in Canada.

Our circulation is live—It's growing.

Our subscribers are live—They are good spenders.

Our stories and articles are live—Good stuff by good men.

Our covers are live—They reach right out for you.

Our advertisers are live—That's why they use

CANADA MONTHLY

Give Us a Chance to Convince You.

VANDERHOOF-GUNN CO. LTD., Publishers,
Winnipeg, Man. Toronto, Ont.

The Most For Your Money

No other paper can possibly take your announcements to the wealth-owning and heavy-buying people of Western Ontario like—

The London Free Press

With its three editions daily, *Morning*, *Noon* and *Evening*, it reaches all classes of people. The circulation is guaranteed by the Association of American Advertisers and the average figures are now well over *28,000*, paid.

No advertising campaign is complete without *The London Free Press*. Any authorized advertising agency will give you rates.

EDGAR J. GUY
Special Representative
Canada Life Bldg.,
Toronto, Can.

The London Free Press Printing Company Limited
LONDON, CANADA

THE AUTO AND THE FARMER

How advertising will sell the auto to the farmer.
A few facts and recommendations.

In no section of the community has advertising exerted such a tremendous influence in the betterment of existing conditions as in the rural districts.

And the recent efforts of our automobile manufacturers to cultivate the farmers' acquaintance through advertising have resulted in a remarkable boom in the auto industry.

Winnipeg alone bought over 500 autos in eight months, and there are many towns in the West where the proportion of motors to population is much heavier than in the Western Metropolis.

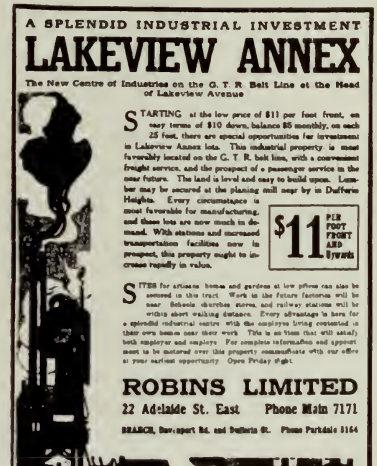
Let us examine the conditions that have made the auto indispensable to the up-to-date farmer.

Canada is a country of immense distances, and the auto helps to overcome distance—to bring town and country in closer touch—to help the people in the rural districts to know each other better.

The increase of Canada's population will be largely in the rural districts, and a generous campaign of advertising cannot fail to convince the farmer of the big returns he may expect from the purchase of an automobile.

The drawback of isolation is removed. He can pick and choose his society, for he can reach the city in an auto in a fifth of the time he formerly took. He can have city comforts whilst enjoying all the advantages of the country, and he can keep in closer touch with existing market conditions.

Mr. Hugh Chalmers, of Detroit, in a recent speech rightly pointed out that the auto was not going to drive out the horse—it


A SPLENDID INDUSTRIAL INVESTMENT
LAKEVIEW ANNEX
The New Centre of Industries on the G. T. R Belt Line at the Head of Lakeview Avenue
STARTING at the low price of $11 per foot front, on easy terms of $10 down, balance $5 monthly, on each 25 feet, there are special opportunities for investment in Lakeview Annex lots. This industrial property is most favorably located on the G. T. R. belt line, with a convenient freight service, and the prospect of a passenger service in the near future. The land is level and easy to build upon. Lumber may be secured at the planing mill near by in Dufferin Heights. Every circumstance is most favorable for manufacturing, and these lots are now much in demand. With stations and increased transportation facilities now in prospect, this property ought to increase rapidly in value.
$11 PER FOOT FRONT AND Upwards
SITES for artisans homes and gardens at low prices can also be secured in the tract. Work in the future factories will be near. Schools churches stores, and railway stations will be within short walking distance. Every advantage is here for a splendid industrial centre with the employes living contented in their own homes near their work. Title is an item that will satisfy both employer and employe. For complete information and appointment to be motored over this property communicate with our office at your earliest opportunity. Open Friday night.
ROBINS LIMITED
22 Adelaide St. East Phone Main 7171
BRANCH, Davenport Rd. and Dufferin St. Phone Parkdale 3164

Looks like business

would merely supplement its usefulness. In part he said: "Distance has ever been the greatest obstacle to progress, the chief enemy of civilization. When railroads, steamships and trolleys came along to solve the problem of public transportation, the world took a big step ahead, and when the automobile came along to help solve

Montreal, June 1, 1911

Practically every advertiser who was in The Canadian Century last year is there to-day—and paying twice as much.

Why?

Because it paid him last year and is paying him this year. Results count with us.

Space in the Century is both low and cheap—for our circulation.

In April, 1910—when we were four months old—we carried 21,780 agate lines In April, 1911, we carried 45,497 lines.

No other Canadian illustrated weekly is within 7,000 lines of our April, 1911, record. Why? We have the largest circulation.

A. E. Dean

General Manager.

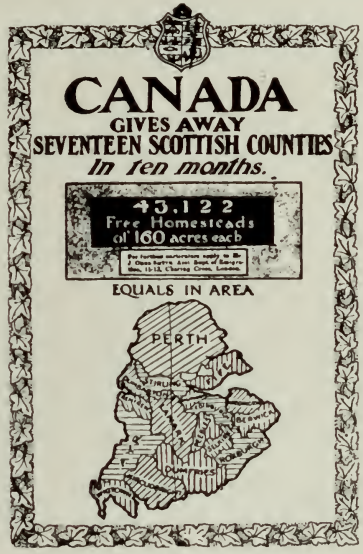
the problem of individual transportation, the world took another big step ahead.

"Have you ever stopped to think that the automobile is the only improvement in individual transportation since the dawn of civilization? Horses and carriages hadn't changed materially since they were first used. I think, therefore, that automobiles in some form will be in use for a long, long time, perhaps as long as horses have been used. Automobiles do not supplant the horse— they supplement him. A motor car will render a service to the owner which twenty horses and wagons couldn't render him, and yet it doesn't drive out the horse. The increase in value of horses alone in this country last year amounted to more than the total value of the year's output of automobiles."

Mr. H. R. Tudhope, of the Tudhope Motor Co., Ltd., Orillia, thinks that the generally expressed opinion that farmers are slow to grasp new ideas is not borne out in fact, and he anticipates that the majority of farmers in the very near future will regard the automobile just as essential on the farm as any of their farm implements.

Mr. Tudhope says: "It is also a fact that the evolution of the automobile trade in the farming communities has not been caused altogether through a desire for either pleasure-riding or joy-riding, but rather through the fact that the live, up-to-date farmer has grasped the fact that the automobile is not an expensive luxury, but represents an investment on which profits can be realized, materially, as well as in the way of enjoyment."

In very large measure, the forceful, suggestive, and desire-creating advertising which we are accustomed to associate with our leading Motor Manufacturers has been responsible for acquainting our farmers with the benefit and profit to be derived from the auto, and



How Canada attracts settlers

has popularized the motor in every district.

There are many other commodities manufactured in Canada which could secure distribution just as readily in the rural districts if the farmer is convinced, through advertising, that he really has need of them.

The rural districts present a market of the utmost importance that is ready waiting to be tapped.

Hamilton Newspaper Union List

Comprising 75 FIRST-CLASS Weekly Papers

Sworn Circulation for 1910 - 2,708,388
Weekly Average - 52,084

This List is Used by Many of the Largest Advertisers in the United States and Canada. Enough said.

For Rates, etc., Address

Hamilton Newspaper Union - Hamilton, Can.

One Million Every Week

¶ You can tell about your goods to a million readers every week if you use the Wilson List of Canadian Weeklies. ¶ You save many dollars in plates (we need but two plates for over 200 papers), and many more in rates. ¶ Our method of co-operative publishing saves money for the advertiser in every way. We can save some for you. Ask us to explain how to-day.

The Wilson Publishing Company
73 West Adelaide Street
TORONTO

TORONTO AD CLUB

Over fifty enthusiastic and representative advertising men discussed the good things provided at McConkey's Restaurant on Tuesday evening, May 16th, the occasion being the official inauguration of the club and the election of officers for the ensuing season.

After the covers had been removed, Mr. John Blackhall called the meeting to order, and outlined the work already accomplished, in the face of considerable difficulties, by the original committee.

Remarkable unanimity marked the election of officers, who had been selected by the provisional committee, and who, on the motion of Mr. John M. Imrie (MacLean Publishing Co.), were chosen without a dissentient voice. All the gentlemen elected had expressed their willingness to serve, and we must take this opportunity of congratulating the committee on the far-sightedness of their choice.

Buyers of advertising very properly hold prominent places, yet the list is comprehensive enough to embrace nearly every other section of the advertising community—the Press, the Agencies, the Printers and the Engravers.

The following are the elected officers: President, Mr. C. W. McDiarmid of Ryrie Bros.; First Vice-President, Mr. J. F. Mackay, The Globe; Second Vice-President, Mr. H. O. Edwards, Canadian General Electric Company; Third Vice-President, Mr. W. A. Mackenzie, Grip, Limited; Secretary-Treasurer, Mr. Adam F. Smith, Office Specialty Mfg. Co.; Chairman of Publicity Committee, Mr. John P. Patterson, Wood-Norris Advertising Agency; Chairman of Entertainment Committee, Mr. A. L. Lewis, R. G. McLean Company; Chairman of Membership Committee, Mr. Charles A. Matson, Coca-Cola Company; Chairman of Finance Committee, Mr.

Dunlop Tires
Dunlop Tires are the Best of their Kind—for every Purpose, every Comfort, every Man
SPECIFY DUNLOP TIRES
DUNLOP TIRE & RUBBER GOODS CO., LIMITED
HEAD OFFICE AND WORKS TORONTO
SEND FOR BOOKLETS
BRANCHES TORONTO MONTREAL WINNIPEG VANCOUVER ST. JOHN N B CALGARY VICTORIA LONDON ONT REGINA OTTAWA COBALT NELSON
City Branch and Tire Repair Station
86 ADELAIDE ST. WEST
Phone M 5140
For Sale by All Dealers
The illustration tells the tale.

THE "TIMES"

is the paper for you. WHY?
Because it reaches the people in their homes. RESULTS ASSURED.
Special Canadian Press wire taps the world's news.
Has been a successful paper for over fifty years. Can also make your business successful.

Advertise in the Hamilton "TIMES"

RAILWAY, TICKET AND ALL KINDS OF JOB PRINTING

WE SHOULD LIKE TO DO YOUR WORK

WHY ADVERTISE IN

THE FARMER'S ADVOCATE

AND HOME MAGAZINE?

BECAUSE

1st—"**The Farmer's Advocate** and Home Magazine" is the foremost journal of its class in the Dominion, whether you consider its age (now in its 46th year) or its good name in the 33,000 thrifty homes of this country.

2nd—The wealthiest and most progressive farmers of Canada read the "**Farmer's Advocate**," as is evidenced by their liberal patronage of its advertisers.

3rd—Advertisements in the "**Farmer's Advocate**" must produce results, otherwise the number of columns of advertising space would not so increase as they do from year to year. In 1905, during the period from January 1st to April 30th, there were 1,176 columns; in 1910, same period, 1,323 columns, and in 1911, same period, 1,399 columns.

LET US HEAR FROM YOU NOW

The William Weld Co. Limited - London, Canada

John Blackhall, Dominion Express Company.

Mr. C. W. McDiarmid (Ryrie Bros.), in thanking the members for the signal honor conferred on him, referred to the advertising profession as the noblest of all professions, and claimed that the Toronto Ad Club had a distinct mission in the direction of a campaign for cleaner advertising.

He spoke of public confidence as the foundation, corner-stone and capsheet of the success of every business building, and he urged his hearers to get together wholeheartedly for the interchange of ideas and for the betterment of existing conditions.

The constitution of the Ad Club was read and passed upon with some minor recommendations, and discussion followed on the advisability of affiliation with the American Association.

Informality marked the remainder of the session, several of those present being asked by the President to address the meeting.

Mr. J. J. Gibbons (Gibbons Agency) advocated the elimination of all doubtful advertising, and the universal issue of sworn circulation statements.

Mr. W. B. Somerset (McKim Agency) hoped the social side of the Club would not be neglected. Most of those present, he surmised, did a fair day's work, and pleasant social intercourse among members would be both desirable and beneficial.

Mr. Clarence Acton (Acton Pub. Co.), speaking for himself and six other Acton men present, promised his full support to the club, and Mr. Kent (Connor-Ruddy Co.) thought the club would do much to create a better understanding among advertising men, and to adjust differences in an amicable way.

Mr. Matson, with his right hearty "glad hand" methods, should prove of great value as chairman of the Membership Committee, and we understand his hustling after members has already resulted in more than 50 signatures.

Mr. Adam F. Smith (Secretary-Treasurer) was very well received, and cordially thanked for his labors in putting the club on its feet.

Mr. Edwards (General Electric), and others, also addressed the gathering, and Mr. Tuck (editor of this journal) assured the club of his co-operation in promoting the interests of the club, and offered publicity in the pages of Economic Advertising for the reporting of its meetings.

The baby has passed its infant troubles, it has cut its teeth and its walking days have begun. A healthy manhood and prolonged usefulness will, most assuredly, be the portion of the Toronto Ad Club if enthusiasm and co-operation are the watchwords of its members.

We shall watch its growth with the greatest interest.

* * *

Advertising and medicine are the two sciences which are proved by practice.

* * *

In some houses the blame for everything is divided between the office boy and the advertising.

FINANCIAL ADVERTISING

Why brokers who deal in high-grade securities do not advertise in an informative and explanatory manner.—By William C. Freeman.

Some time ago, an advertising agent placed a double column advertisement in the *New York Times* for a brokerage concern—a member of the Stock Exchange—which was a human interest advertisement, and really explained the business of the house, and what it had to offer.

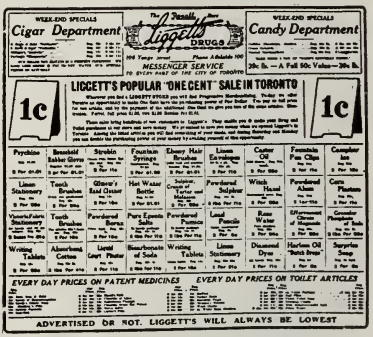
The advertisement was brought to the attention of the Board of Governors of the Stock Exchange, and they notified the advertiser that he was doing that which was not approved by the Stock Exchange and that he had better discontinue it, which he did.

A couple of years ago, a trust company in New York started on a rather elaborate advertising campaign in a few newspapers. The copy ran along for several months and really brought splendid returns. The advertising evidently did not please the Board of Governors of the trust companies in New York, and they got together and said very frankly to the president of this trust company that they did not think he should continue to advertise in that manner—and the advertising stopped.

The high-class financial houses—and they predominate numerically notwithstanding a contrary impression in many quarters—are really sincere in their desire that their advertising shall be very dignified and extremely conservative.

They have formed the habit of addressing themselves to a very small portion of the public and they believe that a brief statement of fact is all that is necessary for them to do business.

Very few of them do magazine or newspaper advertising except in the



A strong inducement, well displayed

old stereotyped way. The most they do is to send out circulars to a selected list of people in all parts of the country. These circulars, however, go into infinite details and are informative and explanatory.

I wonder if these gentlemen who really have a high sense of honor—who would not break their word under any circumstance—ever stop to think that they possibly owe a duty to themselves and to the public that they are not performing!

They have refrained from using the kind of advertising that would have put them right with all of the

public and, at the same time, would have given all of the public a better knowledge of financial matters.

Besides, they left the door open to promoters of questionable integrity who always rush into print in publications that will accept their

Here's the Rhubarb!
NOW for
Bird's
Custard
The "LANCET" says:—"Rhubarb is undoubtedly excellent."—Bird's is undoubtedly the purest and most nutritious of Custards.
For a "Spring delight," combine the healthful excellence of Rhubarb with the rich store of nutriment in Bird's Custard
The natural creaminess of "Bird's" mellows the slight acidity natural to Rhubarb, making it doubly delicious.

Seasonable and attractive

advertising—and thus does the public form the impression that Wall Street men are crooks.

If the reputable financial houses advertised liberally and used enough space to explain in the simplest and most direct manner possible how they transact their business—if they should take the trouble to convince the public that their business is conducted on the highest plane of integrity, all of them would do a greater business and the people, as a whole, would have greater confidence in them.

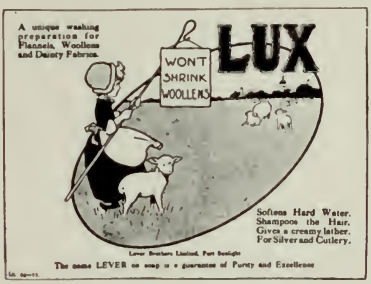
It is a mistaken notion that only a very small part of the public is interested in financial matters. The great mass of the people—collectively—have more money to invest than the people who have large sums of money, yet the majority of the financial houses seek to do business only with the few.

A friend of mine on Wall Street told me that the reputable financial houses did not take much stock in informative and explanatory advertising for the reason that the smoothest and apparently the most straightforward advertising was done by the crooked promoters; so even if they did advertise honestly they would not stand any better chance of being believed than the crook.

In other words, if there are men on Wall Street who are crooked and they advertise, those men on Wall Street who are honest should not advertise—they should not try to drive out the crooks by honest publicity over their own names.

That is not good argument—nor is it common sense.

Suppose the thousands of reputable manufacturers and merchants throughout the country had refrained from publicity because they


A unique washing preparation for Flannels, Woollens and Dainty Fabrics.
WON'T SHRINK WOOLLENS
LUX
Softens Hard Water. Shampoos the Hair. Gives a creamy lather. For Silver and Cutlery.
Lever Brothers Limited, Port Sunlight
The name LEVER on soap is a guarantee of Purity and Excellence

Excellent "Lever" copy

knew other manufacturers and merchants who advertised were not reputable.

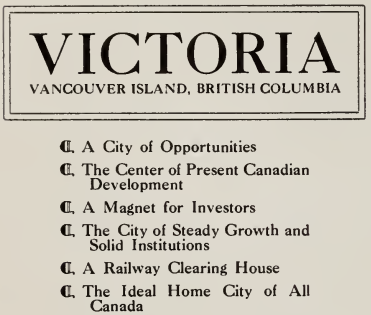
Would it not have been an absurd attitude to take?

They did not take that attitude. They advertised. They have succeeded. They have decreased the number of crooked manufacturers and merchants. By-and-by they

will drive all of the crooks out of all publications.

The financial houses of character should advertise and thereby increase the respect for businesses that are conducted on the level—they will drive out the crooked promoters by this method as certainly as the sun rises and sets.

A great many publications—more than ever—are co-operating with honest manufacturers and merchants to make their advertising more valuable by making it harder and harder for a fake or crooked proposition to get into their columns.


VICTORIA
VANCOUVER ISLAND, BRITISH COLUMBIA
A City of Opportunities
The Center of Present Canadian Development
A Magnet for Investors
The City of Steady Growth and Solid Institutions
A Railway Clearing House
The Ideal Home City of All Canada
A Shipping Port for All World-Harbors
The Automobilist's Greatest Attraction and Delight
The most unique city in North America, combining a business, residential, shipping, manufacturing and milling centre, with a suburban district unsurpassed for fruit-growing and mixed farming. A city with undeniably the finest all-round climate in the world. A city of law and order, freedom from labor troubles, high social and intellectual standards, and general desirability. The Capital City of British Columbia. The City Beautiful and the City Progressive.
DEPT. 44
Vancouver Island
Development League
VICTORIA, B.C. CANADA
Vancouver Island Development League
Victoria, B.C., Canada, Dept. 44
Please send me, free of charge, Booklets, etc
NAME
ADDRESS

A strong community appeal

A great many newspapers are protecting their financial columns from frauds and fakes—doing their level best to keep their readers from being fooled by plausible promoters, yet they are not supported as they

Very reticent

should be by the advertising of the high-class financial houses.

The big financial institutions, apart from the moral and practical support they should give to honest publications, owe it to themselves, to their business, and to the people, to advertise in a human interest, heart-to-heart manner, to inform the people accurately about what is going on in the financial world and then there won't be any crooks left. —*Advertising and Selling.*

* * *

The easiest way of getting even with people is by making them your friends.

* * *

A good many "self-made" men are really printer's-ink-made-men.

* * *

Success is hard to attain—if it wasn't it wouldn't be success.

* * *

Adversity is sometimes hard upon a man; but for one man who can stand prosperity, there are a hundred that will stand adversity.—*Carlyle.*

ADVERTISING LIFE INSURANCE

How a follow-up system can be used to best advantage
By B. A. Bertrand

There is no business in which a good follow-up system of advertising can be used to better advantage than in life insurance, yet it is the one business in which the least of it is done.

Some years ago I was working as an advertising solicitor on a leading paper in one of the live Pacific Coast cities. One day I learned that the coast manager of one of the large eastern life insurance companies had just sent the local agent $100 with which to publish the yearly financial statement of the company. This sum had been duplicated year after year and had been divided up among the different papers. I was the first on the ground and made a proposition to the agent. Instead of scattering his money over the whole field and publishing a small general advertisement that nobody would pay any attention to, I induced him to invest the $100 in 120 inches of space in my paper to be used in one week, and instead of printing the financial statement I described a good policy, using part of the statement to show the strength of the company. The result was that he sold a $5,000 policy, on which his commissions were $175. This led him to sign a contract to use 1,000 inches in a year.

I took a rate-book and a number of old policies and made a careful study of them; then selected one that would appeal both to the person needing insurance and the one who desired to save, and designed a series of advertisements to be run daily.

This agent had been placed in charge of a territory covering nine counties, and had sub-agents throughout all of them. The paper likewise covered this whole field. Numerous replies came in response to the persistent advertising. Those from town and nearby points he

Ask the man who owns one
THIS truck has been operated on a rigid schedule since September 1, 1910. It has replaced four teams previously required to do the same amount of hauling. The four teams used to cost us $20 a day. The one Packard truck costs us $9.92 a day.
Yawman & Erbe Mfg. Co., Rochester, N. Y.
Packard
MOTOR TRUCKS
AFTER using one Packard truck six months the Yawman & Erbe Mfg. Co. bought another. Forty-three per cent of all sales of Packard trucks are additional trucks ordered by previous purchasers. Packard trucks are now used in 122 lines of trade and in 162 cities. All truck owners are extended Packard service by Packard dealers, the same as that provided for owners of Packard cars.
Write for catalog and important truck information
Packard Motor Car Company Detroit

Model motor advertising

covered himself with good results; those from elsewhere he turned over to his sub-agents—got nothing in results. We talked this over. He had not the time to go after these himself, the others would not do them justice, and the replies were too few to organize a crew to cover the whole field. Hence I suggested that he supplement the newspaper ads by a series of letters. It was new business to him, so he offered me a far better proposition than I had with the paper to conduct a campaign for him.

I secured a list of 1,000 of the leading men of the town and sent each a letter, filled in to appear personal, regarding the policy then being advertised. I took great care in making this letter look personal, and it was a job in those days, as we had not the facilities of to-day.

Letter No. 1

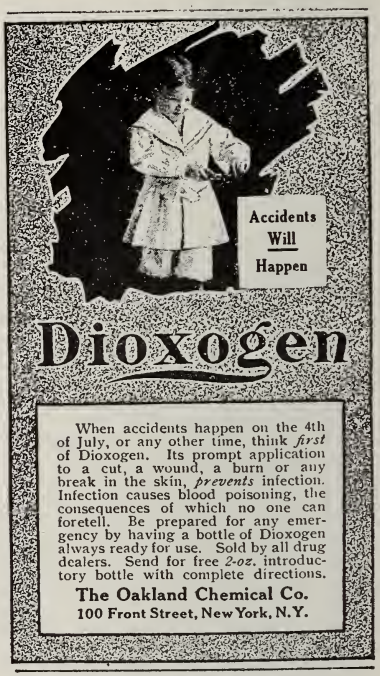
If the United States Government were to offer you the chance to purchase a part of an issue of their bonds on the instalment plan, allowing you 20 years in which to pay for them, and furthermore, insuring the bonds, so that, if you should die at any time after making the first payment, all undue instalments would be cancelled and the bonds would be issued to your estate at once; would you consider the proposition?

The ——, which holds the same position among financial institutions as the United States does among governments, is now offering a five per cent. 20-year Gold Bond on these terms.

If you are open to such an investment, kindly drop me a line and I will explain the proposition in detail.

Thanking you in advance for the opportunity, I am,

The work was so good and the letter so worded that we received 175 replies to the first. My manager attempted to look after these replies himself, but soon found he had too many. As he had no one he trusted, he allowed me to hire a young solicitor who had been with me on the paper and took him


Accidents
Will
Happen
Dioxogen
When accidents happen on the 4th of July, or any other time, think *first* of Dioxogen. Its prompt application to a cut, a wound, a burn or any break in the skin, *prevents* infection. Infection causes blood poisoning, the consequences of which no one can foretell. Be prepared for any emergency by having a bottle of Dioxogen always ready for use. Sold by all drug dealers. Send for free *2-oz.* introductory bottle with complete directions.
The Oakland Chemical Co.
100 Front Street, New York, N.Y.

Informative and attractive

with him for a week, teaching him to close business. To this agent the rest of the answers were given. He was new at the business and not spoiled, like old agents, who thought they knew it all, so put in all his time calling on our inquiries.

Letter No. 2

I wrote you several weeks ago in regard to an issue of five per cent. 20-year Gold Bonds now being placed on the investment market by the——.

An investigation of this company through any of the commercial agencies will show it to be one of the strongest financial institutions on earth. The Bonds are offered on the instalment plan, allowing the purchaser 10, 15 or 20 years to complete the payments.

An insurance feature is added, by which the purchaser's death cancels all undue instalments, the Bonds being issued to the estate at once.

At ownership, if a sale is desired, the company guarantees a premium of 30 per cent.

All these clauses are part of the purchasing contract which I would like very much to explain in detail to you.

Kindly drop me a line and I will send you full information.

The second letter proved as successful as the first; this was sent at the beginning of the second month, and a month later a third letter went out. I had in the meantime picked up two other agents, and was using them in the city field. As three were too many for so limited a territory, I took one of them and went out into the country.

Letter No. 3

I would deem it a favor if you would allow me the opportunity to explain in detail the many good points in the new issue of five per cent. 20-year Gold Bonds of the —— of which I have been writing you.

So many busy people consider my letters as one of the many advertising schemes now being floated and consign them to the waste basket.

I am enclosing a stamped envelope. Kindly state when I can furnish you with full data about these Bonds. I know you will be impressed.

There was one district, part of two counties, where there were several towns of about 10,000 population each—close together and in a wealthy farming community. We met the local agent in each town, told him of our success at home, secured lists of names and went back and started circularizing. Here again we met with success; the local

Work
Makes Thirst
Hot office—nervous strain—parched throat. A real, genuine office thirst doesn't yield to water. Back and forth to the water cooler is unsatisfactory—too much ice water is bad for you. Slip out and get a glass of
Coca-Cola
The change will rest you—the beverage will delight you—your thirst will be really quenched—you'll feel cooler, brisker, better.
Delicious — Refreshing — Wholesome
5c Everywhere
THE COCA-COLA COMPANY
Send for our interesting booklet, "The Truth About Coca-Cola"
Whenever you see an Arrow think of Coca-Cola

Would this make you want Coca-Cola?

agent and our follower-up cleaned up more business in a few months than the territory had turned out in years.

Most of the new agents that we took on in town were now drilled to follow up. Gradually our working force increased in numbers and efficiency. I visited all of the nine counties and secured names of all insurable risks; local agents, bank-

ers and the doctors helping me in the selection.

A great diversity of crops gave me a considerable advantage. One district marketed its products in the winter months, another in the spring; then there were summer crops and the fall harvest. Just before and during the time the money was coming in we hammered them. When they replied an agent called on them before they grew cold. Sometimes we had our whole force in the same district; we could do this as each was given his calls and there was no danger of getting another's prospects.

In advertising, one policy was taken up at a time, and in the course of the time that I was with the company we covered every form of policy it issued. We always supplemented the letters with a series of ads in the local papers.

There are always a number of people who will not reply, no matter how you tempt them. As we now had a working force to be depended on, I would dole out a number of names of those whom we had circularized without results, and had the field force call on these. Very few refused to talk, and all who were interviewed were familiar with the company and its policies. A fair amount of business came from these calls.

We had now the name of nearly every insurable risk in our territory; we knew the amount of insurance carried, and how much could be afforded. We had a working force trained along the lines of modern salesmanship. We did not have to offer bonuses for increased business. We did little or no twisting and very little overloading. If a policy lapsed we ascertained the reason at once, and in the majority of cases saved it. But, alas, we were one of the big companies that were smirched by the New York investigation, and under a change of management had our contract annulled. The new one offered did not justify an acceptance.

Misplaced Manufacturers—
Move to Buffalo!
NEW ENGLAND
BUFFALO
NEW YORK
PHILADELPHIA
PITTSBURG
ATLANTA
Twenty-seven water and rail arteries carry the wealth of the West to Buffalo, the new pulse of the continent's commerce
THERE are hundreds of manufacturers in the United States who are making less profit than they ought to make.
They are able and energetic men. They have the right goods. They know how to do big business. But they are in the wrong place.
They are sure to lose if they stay where they are, and they are sure to win and prosper if they move to Buffalo. Why? Because
The Buffalo Manufacturer Has
Twelve Great Advantages
1 Natural gas.
2 Cheap coal.
3 Cheap water.
4 Cheap iron ore.
5 Canadian trade.
6 Seventeen railroads.
7 75,000 wage workers.
8 Diversified industries.
9 Waterways that reach 17 States.
10 50,000,000 people within 500 miles.
11 Electrical power from Niagara Falls.
12 The greatest lumber-yard in the world.
Buffalo has 3,000 manufacturers now, representing 58.6 per cent of the different industries listed by the United States Census Bureau—and she wants more. If you wish to know what opening there is right now for your own business, write for new FACT-BOOK (free)
CHAMBER OF COMMERCE AND MANUFACTURERS' CLUB
BUFFALO
Be one of our Million Visitors this Summer

A striking community full-page

Here was what we did in the time of this campaign: Before we started the company had never written $500,000 insurance in any one year in this district. Our first year saw $950,000 paid-for business on our books, the second year $1,300,000, the third year $2,700,000, the last year $5,500,000.

—*Advertising and Selling.*

* * *

There is always plenty of room on top. The higher one climbs the less crowded it becomes.

WHEREIN ADS ARE LIKE WOMEN

An interesting comparison.—By E. S. Jordan.

"A good-looking woman is the easiest object in the world to look at. The best advertisement, like the most attractive woman, is easiest to look at, but close inspection must reveal character.

"The two extremities of an advertisement are most important. The headline or the picture attracts or repels according to its appeal, as the eye falls first on the eye of the advertisement and that is the headline.

"Every effort is made in advertising, and by woman, to keep the eye in pleasant surroundings.

"The signature of an advertisement or the name of the company tells of its character. It corresponds to a woman's shoes. A woman with a pleasing hat, who is neatly shod, has just about got the order signed. When a woman goes out on the street with a purple dress, a bright red hat and a pair of green shoes, she is announcing to the public that 'the price of this sensational car has been cut to $1498.' She represents high cost of up-keep, while the woman we most admire represents our policy of limited output.

"This is a serious comparison. I think it is the strongest way in which to measure good advertising with bad advertising.

"An advertisement portrays the character of a company just as a woman's dress portrays her character. A woman is a natural born advertiser. She is constantly exhibiting those features most to her credit.

"Some cars sell upon appearance alone, but they cannot be sold for long in that way, for the same reason that you would not marry a woman because of her appearance alone.

"We think that the torpedo body of the present season may be well compared to the hobble skirt, be-

Should draw replies

cause we believe it an extreme method of construction designed merely to appeal. Once the customer discovers that you have partly deceived and sold him upon the millinery basis, he loses confidence.

"The woman that we most admire has dignity, possibly brains and other things not apparent to the eye.

"The lines of the car are important because we admire grace. We try to show the car accurately. Silence is valued in a car, in woman and in advertising. The less we say, the less we have to take back."

* * *

Jump at conclusions only when the conclusion is in sight.

THE EDMONTON JOURNAL

The Journal carries more local, classified and foreign advertising than any other paper in Edmonton and at a higher rate.

MORNING
EVENING
WEEKLY

The Journal is read thoroughly because it is complete in daily news and special features. :: ::

The Journal publishes each month a detailed, sworn statement of a circulation greater than that claimed by any other Edmonton paper and endorsed by the Association of American Advertisers of New York.

M. R. JENNINGS - Editor and Managing Director
J. MacLAREN - - - Advertising Manager
EDGAR J. GUY, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

7,793

new paid subscribers were added during the 6 months ending May 31st, making our total net circulation

26,790

Since May 1st, 1910, when our present rates went into force, our circulation has increased 33%.

Consistent with our large and growing circulation our rates advance on August 1st to 12c. per line, an increase of only 20%.

Contracts received before August 1st will be accepted at present rates and will protect you against the advance for 12 months. Present rate 10c. per line. 5,000 lines or more 9c. per line. Further particulars regarding rates and detailed statement of circulation on request.

THE CANADIAN COURIER

12 Wellington Street East, Toronto

PECULIAR PROBLEMS OF THE SMALL SPACE ADVERTISER

An article pointing out how the small space man suffers. Some hints for the betterment of his condition.—Ward Macauley, in "Judicious Advertising."

The general trouble of the small space advertiser is much the same as that of the gentleman who left a little matter unexplained to his wife for three months because he didn't like to interrupt her.

The small space advertiser has so little chance to talk. He gets in a few abbreviated sentences here and there, but he has so little chance to tell the whole story. They say that an advertisement is a salesman in print. Well, wouldn't it have to be a pretty clever salesman who could complete the sale with only a sharp, trenchant sentence or so?

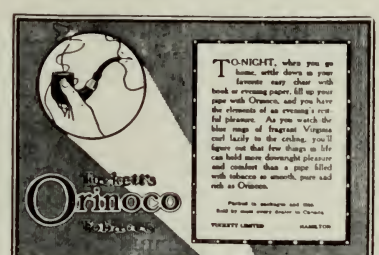
The big advertiser has a chance to let the prospective customers view his claims from all angles; the little man is lucky to impress them from one side. The old saying that "talk is cheap" is evidently disproven when you check up your bills for newspaper space.

When you have only an inch by two columns at your disposal, it is manifest that you will not be able to set forth any very clinching arguments.

For instance, just now in that space we might be able to barely announce *Easter cards* with the signature, whereas if more space could be afforded it could be remarked that the Easter cards this year are of singular novelty and beauty, that the wording has been such as was never before thought of, and that the prices are so extremely reasonable that the wonder is that everyone doesn't send an Easter card to every person he ever met.

TRICK SET-UPS LOSE EFFECTIVENESS

A fellow with a few scant inches at his command cannot do much in the way of novelty advertising.


TO-NIGHT, when you get home, settle down in your favorite easy chair with book or evening paper, fill up your pipe with Orinoco, and you have the elements of an evening's restful pleasure. As you watch the blue rings of fragrant Virginia curl lazily to the ceiling, you'll figure out that few things in life can hold more downright pleasure and comfort than a pipe filled with tobacco as smooth, pure and rich as Orinoco.
Orinoco

Original and effective

It is certain that trick set-ups of any kind lose most of their effectiveness, if they are not altogether impossible, when too closely confined. A prisoner in a small cell is not likely to do much in the way of aërial gymnastics and, if he attempts any, will soon become discouraged. Isn't it delightful when you have figured out a new way of arranging your copy to find that the compositor had to run it the other way to get it all in? It all depends upon whether you can choose your space to suit your copy or whether you have to suit your copy to your space. If

you have a bed seven feet long, when you come to put it into a room 6 x 10, you are quite likely to place it in one certain prescribed manner.

Again you so often read in erudite works on advertising about the great value of white space. How are you going to learn the true worth of white space when your advertising consists of one by two?

NO WHITE SPACE FOR SMALL COPY

The large advertiser has a good chance to exhibit his goods to the public. He can advertise at $5.00 rocking chairs exactly like cut at $3.39.

True, the cut may be one that has done stock duty in a score of ads, but still if the resemblance is not too vague, it will pass muster and the buyer—at least we are told—can always be more successfully wooed by ocular demonstration than even the most cunningly devised sentences.

And moreover, as previously suggested, what chance has the small space man to use cunning in devising his arguments? There isn't much choice in the construction of four or five words.

MUST STUDY COMPRESSION

To avoid his greatest trouble, the small space man ought therefore to study compression. Boil it down. If you are being paid by the column make it last as long as you can. Make what ought to be a sentence a paragraph and what ought to be a paragraph a page.

If you are paid by the column, stretch it out. But if you pay by the column—or by the inch more likely and many of them—you want to compact it some more.

A certain writer submitted a novel to a publisher, who said the book was satisfactory, but could it be shortened? The novelist complied and cut off three or four chapters ruthlessly. Still the publisher was not satisfied and asked for further

FAIRY
FAIRY
A Fairy Complexion
Fairy Soap not only agrees with the tenderest skin, but improves any complexion. It is made from edible products—the kind seldom used in soaps. It is white—*undyed*—because it has no impurities or cheap ingredients to hide under the mask of coloring matter. Fairy Soap not only cleans, but *cleanses*. It's the handy floating, oval cake.
THE N. K. FAIRBANK COMPANY MONTREAL
"Have You a little Fairy in Your Home?"

Copy that has made good. - Distinctive and readable

compression. A few more choice bits of literature were sacrificed, and the novel again despatched. The publisher was even more pleased, but could not the work be shortened even more? In despair, the author wrote on a single sheet, "John Smith—Born—Wed—Dead," and asked the publisher if the abbreviating process were complete.

CUTS CAN RARELY BE USED

The small space advertiser is forced to adopt a similar compressing course. There is no room to

tell his whole story in elaborate detail. He is lucky if he can touch a few high spots in brief mention.

The impossibility of using cuts frequently and the compulsion to often undue brevity are two of the greatest troubles of the small space advertiser. The articles "a," "the" and "an" ought to be strangers to his vocabulary.

Again like any other small buyer, he hasn't the chance to do much

SUMMER ALL WINTER
GURNEY-OXFORD
Many people leave home in winter because they cannot keep the house warm enough. Drafts, over-heating, biases of cold air make many homes uncomfortable.
Investigate the modern method of Hot Water Heating. That is the ideal way if you use the right boiler. We claim that ours will save you from one to six tons on your coal bill, according to size of boiler. We have good reasons for this claim—one is the fire-pot with its sloping walls, a marvellous store for Heat—Energy. Very little goes up in smoke. The fire will last, and so will the coal.
GURNEY-OXFORD HOT WATER BOILER
is the practical appliance of the best system—Hot Water Heating.
Again we point with pride to the marvellous Heat-Conserver, the Oxford Economizer. Given free with every Boiler. This is our patent device, and can be used with the Gurney-Oxford Boiler only. With this the heat is controlled by turning or lowering the handle. It saves coal, save time, and the fear that the fire will go out. One filling has lasted three days in mild weather.
ONE DAMPER CONTROLS THE FIRE
THE GURNEY FOUNDRY CO., LIMITED
Write for Free Book on Home Heating
TORONTO, CANADA

Strong in suggestion

dictating in the way of position. No newspaper man is much daunted, I take it, when you hand him a two-inch piece of publicity and tell him that if he can't surround it by reading matter he needn't to run it. The lofty pedestal is not becoming the man with the small space. The wonder is that the newspapers take so much pains as they do to take care of the small copy.

SMALL SPACE ADVERTISER'S TROUBLE

Then, as I have found them, the troubles are these: Inability to tell the whole story, restrictions in regard to special set-ups and the use of illustrations, and the inability always to secure certain locations, though, as mentioned, I have always been very fortunate in the last regard.

The question the small space advertiser ought to ask himself is this, wouldn't a larger ad, with the chance to tell the whole story and to use novelty of set-up (if you can devise such), and the possibility of suitable and effective illustrations, be likely to pay for the increased cost in extra business secured? Also whether three or four small ads would not do better if molded into one?

* * *

When two men quarrel, both of them are wrong.

* * *

It is easier to get a little more into the head that is full than into one that is empty.

* * *

The average man will remember an insult longer than an injury.

* * *

No news may be good news, but good news is better.

* * *

The man who buys his friends pays too much for them.

* * *

Anyone makes a serious mistake if he takes himself too seriously.

* * *

Some people do not know the difference between a reason and an excuse.

* * *

Nobody is going to a dictionary to learn the meaning of your advertisement.

TENS OF THOUSANDS
WELL-TO-DO SPORTSMEN

Read this magazine every month and buy the goods advertised. Sportsmen are always looking for something new.

HERE'S THE PROOF

THE SANITARY PIPE COMPANY,

Rochester, N.Y., November 3rd, 1909.

Gentlemen,—Enclosed please find copy for the December number of ROD AND GUN. Kindly see that our instructions are followed out re the key number.

You no doubt will be very much pleased to learn that ROD AND GUN stands second on our list; and as we are using nearly all of the leading publications, we look upon your publication as one that can be depended on for orders at the least cost. As long as ROD AND GUN keeps up this record with us, you can rest assured we will continue advertising in your magazine.

Yours very truly,

THE SANITARY PIPE CO.,

E. J. GALVIN, Mgr.

To ROD AND GUN IN CANADA, 25 Front East, Toronto.

Who Believes in Advertising ?

Deep down in your heart, Mr. Publisher, you have a rooted conviction that advertising DOES pay.

You expend all your energy in getting advertisers to use space in your publication ! You want them to advertise !

But what about yourself?

Are YOU talking to our National Advertisers in the most economical and forceful way?

ECONOMIC ADVERTISING

is the medium you should use. It is the connecting link between publisher and advertiser, and a regular talk on the facilities you enjoy, the field you cover and the circulation you possess will assuredly bring you best results. Try it! Sample copy and rates on application.

Economic Advertising - Mail Building, Toronto

MEN AND MEDIA

A brand new trade publication, "*Footwear in Canada,*" will make its appearance June 1st from the publishing house of Hugh C. MacLean, Limited, Toronto, whose twenty-five years' success with other publications is guarantee that the latest one will effectively occupy its chosen field.

* * *

Louis N. Geldart, who began newspaper work in Nova Scotia and for thirty years has been actively engaged in trade journalism in the United States, is editor and manager. It is understood that the first issue will show over forty pages of advertising under contract, which is a record-breaker in trade journalism in Canada. It will cover the shoe trade in all its features, including leather and leather goods manufacturing.

* * *

J. B. Rathbone has been appointed exclusive representative of the *Winnipeg Telegram* and the *Farmer's Weekly Telegram* in Eastern Canadian Territory. This will in no way interfere with Mr. Rathbone's representation of the *Ottawa Journal* and the *Montreal Herald.*

* * *

The *Daily Telegraph* of St. John, N.B., have recently installed a private Telephone Exchange, connecting with all parts of the building, and have also moved the Circulation Department to large and more commodious quarters in the same building.

* * *

A. H. Clapp, who has been on the advertising staff of the *Canadian Century* since its inception, has sailed for London, where he will represent the *Century* among British advertisers.

* * *

The *Vancouver World,* which has been enjoying a very rapid growth in circulation, announces an increase in their rates to take effect on August 1st, next. This increase is fully justified in view of the satisfactory sworn circulation statement issued.

O. C. Pease, who has been in charge of the Toronto advertising office of the *Century,* has gone to Montreal to take up Mr. Clapp's work.

* * *

The march of Western progress continues apace, the latest significant move being the installation by the *Edmonton Journal* of the finest printing plant that has ever gone north of Calgary. The new Hoe press and stereotyping plant, now being installed, is up-to-date in every respect, and will print, cut, fold and number 40,000 copies of a 12-page edition every hour. We congratulate the proprietors of the Journal on their enterprise and far-sightedness.

* * *

Forced by the extraordinary development of their business to seek larger premises, the *Winnipeg Free Press* have purchased a commanding site near the corner of Portage Avenue and Carlton Street. Here they will erect a modern fire-proof building having a frontage of 75 feet, widening at the rear to 90 feet with a depth of 120 feet. The plans are in course of preparation, and it is expected that excavations will be commenced early this month. The new home of the *Free Press* will be at least double the size of their present handsome premises.

* * *

The King Edward Hotel, Toronto, will be the scene of the fifty-third annual meeting of the Canadian Press Association on June 20 and 21. Several important subjects are scheduled for discussion, including advertising and the new Copyright Act, and Don. C. Seitz, Business Manager of the *New York World,* will address the meeting on the opening day. A smoker and afternoon and evening entertainments have been arranged during the session, which is to be followed by a trip to Penetang, Parry Sound and through the 30,000 Islands. Reservations should be made at once with the Secretary-Treasurer.

Mr. R. H. Baker, who has for sixteen years been connected with the *Star*, has opened business in the agency line in the Saturday Night Building. The title of the new firm is the Baker Advertising Agency, Ltd., and they will make a specialty of handling the advertising of retailers and manufacturers. His nine years' experience as advertising manager of the *Star* should make his services in this respect very valuable.

* * *

The *Dominion Foundryman* is no more, but in its place, phœnix-like, rises a new and better publication, the *Iron Trade Journal of Canada*. The field of its predecessor has been extended to embrace the basic iron industries as well as the foundries, and a further field of usefulness is assured to the new publication. W. L. Edmonds is editor, with Gordon C. Keith, M.E.,B.Sc., as assistant, and J. C. Armer and D. O. McKinnon are respectively advertising and business managers. We confidently anticipate a continual growth for this trade journal under its new name.

* * *

At the annual meeting of the Board of Directors of the Vanderhoof-Gunn Company, Ltd., Winnipeg, held recently, Herbert Vanderhoof was re-elected president, Walter E. Gunn vice-president, and J. N. Scott treasurer and manager. J. B. Montgomery was also elected to the Directorate and was appointed Secretary of the Company.

Burba's Darts

Loud apparel naturally proclaims the man.

* * *

Canada's Constructed Railway Mileage would belt the Globe.

* * *

If drinking interferes with your business, cut out the business.

"He who asks timidly courts denial" is as true in advertising as in anything else.

* * *

You cannot make your ads too plain.

* * *

Eccentric arrangement is not effective display.

* * *

Nothing is cheap enough to be wasted.

* * *

There is a surplus in the world of men who are "just going to" do things.

* * *

A firm conviction may be a shaky foundation for an action.

* * *

If you can't talk and listen, listen.

* * *

No doubt the mind cure is all right if you have the mind to begin with.

* * *

An optimist believes the things that won't happen ought not to happen.

* * *

It is well to value the experience of others.

* * *

All the world advertises an advertiser.

* * *

Advertising is a tonic for business, and like medicine, it pays to let a specialist do the prescribing.

* * *

The only way to do a job right is to do it a little better than you ever did it before.

$500,000,000

British Capital coming to Canada this year!

Such is the recent statement of one of London's leading financial experts.

Have you as much faith in the future of the Dominion as these Capitalists?

Above all, have you faith in the goods YOU produce?

NOW is the time to tell your tale to a people with unlimited purchasing power. And by making use of the

WOODS-NORRIS SERVICE

you can place your advertising in the most economical and profitable manner.

WOODS-NORRIS SERVICE { is personal / is thorough / is expert / is result-producing

We are here to help you make your advertising a paying investment. If we don't think we can do it, we will tell you so, frankly.

May we get together and discuss your proposition? It will place you under no obligation.

WOODS-NORRIS LIMITED

Advertising Agency

MAIL BUILDING, TORONTO

The Globe
TORONTO

WHY?

Advertising in The Globe grows by leaps and bounds.—Why?

Day by day, month by month, year after year big increases are recorded in The Globe.—Why?

A new schedule of advanced advertising rates went into force last October—still the volume grew in The Globe.—Why?

Copy is being censored more severely all the time—still the volume grows in The Globe.—Why?

New mediums are entering the field and the fight is strenuous—still the volume grows in The Globe.—Why?

BECAUSE

The Globe is to-day, as it has been for sixty-six years, a great result-getter.

Because The Globe is to-day delivered throughout Western Ontario by "The Flying Post" in time for breakfast.

Because The Globe's circulation represents the greatest buying force in the Dominion.

Because The Globe uses no premiums or fake schemes in building its circulation.

Because The Globe has the confidence of its readers.

CANADA'S
NATIONAL
NEWSPAPER.

JULY — 1911

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING - - TORONTO, CANADA

Canadian Collier's Columns

—Sound buying

THE more the gambling feature is eliminated from business dealings of all kinds, the better it is for all concerned. There is no reason why the purchase of advertising space should not be placed upon the same common-sense basis.

Canadian Collier's has for two years recognized this and lived up to it. We don't ask an advertiser to pay 15 cents a line for 30,000 circulation without full protection. We guarantee to refund pro rata for any fall of circulation below 30,000.

At the same time we don't ask the advertiser to gamble with us on the increase over 30,000. We give him that as full measure — 32,965 average during 1910.

Nor do we ask the advertiser to buy the character of our circulation blindly.

We give him a detailed circulation analysis—which will be sent to any advertiser or agent who asks for it.

What other publication does this?

E. C. PATTERSON
ADVERTISING MANAGER
New York Chicago Boston

A. H. BLIGHT
CANADIAN ADVERTISING MANAGER
47-51 King Street West, Toronto

A Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

ADVERTISING RATES.

	1 month.	6 months.	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 4. Toronto, July, 1911. No. 7

Straight Talks

BEING GRAMMATICAL

STUDENTS of advertising cannot help being struck with the steady inroad of "slang" into present day advertising copy. And the lack of attention to the most elementary grammatical rules is equally noticeable, and often occurs in the copy of firms who ought to know better.

Now I am perfectly aware that many claim that by using the language the people themselves use, the attention of the public can most surely be attracted. But is this always so?

Heaven forbid that I should advocate a return to Macaulay's ponderous English, but there are enough words in the Anglo-Saxon vocabulary to enable any copy-writer to write simple, forceful, intelligent and attractive ads without recourse to the language of the gutter.

I fail to see how the excessive use of slang phrases adds anything to the value of an ad, and they certainly detract from its dignity.

True some phrases have, by long usage, come to be included in every-day talk in every rank of life, and these are not only permissible, but have distinct advertising value.

I am not so narrow-minded as to imagine that grammar is everything in an ad; it isn't. It is a mighty good thing to make your ads grammatical, but it is more important still to make your ads read so that they leave an impression on the reader's mind,—so that they

From Printers' Ink, June 8, 1911

VOLUME OF ADVERTISING IN LEADING CANADIAN MAGAZINES

(Exclusive of Publishers' own advertising)

		Agate lines
x Canadian Century [cols.]	205	**39,110**
x Canadian Courier [cols.]	190	34,273
Canadian Magazine	124	27,776
MacLean's	104	23,296
Canadian Home Journal [cols.]	86	16,826

x Weekly.

The reason The Canadian Century, which is only eighteen months old, leads all Canadian Magazines in the amount of advertising carried is the fact that it leads in circulation.

With two exceptions the general advertisers who used our columns during the first year are there to-day—and paying twice as much for the same space; the other two will be back before the end of the year.

A. E. Dean

General Manager

Montreal, July 1, 1911

create a desire to possess, which is the first step towards a completed sale.

An ad has no actual value simply because it looks well, or reads smoothly. These are excellent features, but the advertisement which fails to convey the writer's meaning tersely and concisely has little or no selling value. The fact is that some of the ugliest designs and slangiest ads of recent months have proved exceptional business-getters. The point to be brought out is that while good grammar is, undoubtedly, of great use in framing a paying advertisement, it is not the "all-in-all." It is merely a means to an end.

"When in doubt, play trumps," is an old whist maxim. "When in doubt, stick to grammatical rules" will prove of equal value to every copy-writer.

* * *

ADVERTISING IN SUMMER

That advertising in the summer months is an unnecessary waste is a fallacy which has taken considerable root among a large section of the advertising community.

How has this state of affairs arisen, and what reasons has the manufacturer for stopping his advertising for several months in the summer?

In our experience, the reasons which influence him are two-fold, and both of these can be discredited First, the manufacturer thinks that people do not read ads in the summer, and secondly, he believes the trade are not buying.

In spite of the fact that the successful manufacturer can never be in business for *to-day only*, if these reasons held good, there might be some excuse for the manufacturer's action. But we don't find these excuses to be at all true to fact.

Even though there may be a few lines that may be purely season goods, cannot judicious advertising create a demand in dull seasons for goods that no one would otherwise have thought of buying? How about the huge success in selling furs in August? Why, in many cities it is just as successful a business enterprise as that of selling toys at Christmas!

Then as regards the statement that the public does not read so much in summer as in winter, we think your casual observation can explode *this* fallacy.

Summer time is leisure time. People do not work so hard. Society functions do not make such insistent demands on one's time,

AT YOUR SERVICE
To Make Good Every Time

This is no empty remark but truly sets forth the attitude and merits of **The Farmer's Advocate and Home Magazine** towards all legitimate advertisements that concern the agriculturist.

This publication carried over 200 columns more advertising during the first four months of 1911 than during the same period of 1905 and nearly 100 columns more than during same period 1910.

These increases in our advertising space from year to year prove conclusively that **The Farmer's Advocate** circulation is right in both quantity and quality. Since the 1st January, 1911, the average issue is 33,000 copies per week.

Published every Thursday (52 times a year); established 1866 and now in its 46th year; subscription price $1.50 per annum in advance. Send for sample and rate card.

ADDRESS:—

THE WILLIAM WELD COMPANY, Limited
LONDON, CANADA

KEEPING PACE
WITH THE DEVELOPMENT

of the country, and standing loyally by every public interest, THE TRIBUNE has made its way into the best houses in the West, and is to-day recognized as the most influential journal of public opinion West of the Great Lakes. You cannot cover this Western field without The Tribune any more than you can cover Canada by using just one newspaper.

RATES and samples on application.

DAILY for the City — THE TRIBUNE — WEEKLY for the Country

and a part is holiday time, spent ashore or afloat in lazy canoe or cosy hammock. The leisure hour is in evidence, and with it a greater opportunity and desire for newspaper and light reading. And the logical conclusion to draw is, that when a man has more time for reading, he has more time for reading advertising.

Even though he may have no opportunity or desire to purchase the article advertised at the moment of acquaintance, yet forceful, desire-creating copy cannot fail to bear fruit in actual sales in the near future.

This is not mere theory. It is the conviction of every one who has studied the question of summer advertising.

Because business in the summer months does not respond as readily as at other times, there is no reason to drop your advertising. Rather fall in line with the department stores and make your summer advertising more carefully planned and aggressive during the supposedly dull seasons.

Human nature is materially the same during twelve months of the year, and business can most surely be kept alive by using the regular channels of publicity to the best advantage.

* * *

THE BOSTON CONVENTION

Without a doubt, the most important meeting of advertising men ever held will be the forthcoming convention of the Associated Advertising Clubs of America.

Historic Boston will be the venue, and August 1st to 4th inclusive the dates of the convention.

The mass meeting of delegates on the afternoon of August 3rd, will be addressed by several leading lights in the advertising firmament, the subjects of the three leading papers being "Advertising and Public Morals," "Advertising and Daily Bread," and "Advertising and Civilization." On the remaining days plenty of opportunity will be given for the discussion of other important advertising questions and so large a body of representative men should certainly be able to solve many of the problems which are troubling newspapers, magazines, advertisers and agents.

The advertising business in general should obtain a good boost from this generous interchange of ideas and opinions, and the occasion should be an excellent one to obtain recognition of the Advertising Agencies by the Trade Papers.

The attitude taken by most trade papers in disallowing commis-

Western Crop Conditions

The crop of 1911 has had a good start. Indeed, it is questionable if in twenty years the start has been so uniformly good, especially viewed in the light of the enormously increased area. Certainly, in the six years during which the *Free Press* has been obtaining regular telegraph reports of crop conditions, the June report has never been so satisfactory as it is this year. Of the 200 points heard from, the damage reported from any cause is less than one-half of one per cent.

* * * * * * *

The success of the wheat crop is not assured. There are a number of things which may happen to it, and much evil as well as "much virtue lies in it," but it has reached a point when anything like a total failure is almost impossible, while with the continuance of ordinarily favorable weather conditions a crop of 200,000,000 bushels of wheat is quite probable.

It is sufficiently probable to make it wise for the railway companies and the banks to begin, even now, to consider how they will move and finance a crop of that magnitude.

—*Winnipeg Free Press*
June, 1911

SUCH encouraging crop conditions give promise of tremendous trade activity in the fall, and Eastern Canadian establishments advertising in Western Canada will be wise to give consideration to the question of increasing their advertising appropriation in the Western papers. Those who are contemplating advertising campaigns would be well advised to consult the Advertising Agencies without delay. The planning of a campaign takes time, and the more time allowed the Advertising Agencies the better the service that will be given. Any Advertising Agency will be glad to furnish you with full information concerning the *Winnipeg Free Press.*

EDGAR J. GUY - - Representative
Canada Life Building, Toronto

sion to the agencies is most illogical, and difficult to understand, and if the urging of better copy in these journals is made a prominent feature of the convention, the due recognition of the agencies should follow. Every Canadian advertising man making the trip will get the utmost possible benefit from it.

Reservations for berths in special Pullman coaches are now being made and should be handed to the Secretary, Adam F. Smith (Office Specialty Co.), C. W. McDiarmid (Ryrie Bros.), C. A. Matson (Coca-Cola Co.), J. J. Gibbons (Gibbons Agency), or W. G. Rook (Home Journal). These gentlemen form the Special Convention Committee who are organizing the trip.

* * *

THE EVANGEL OF BUSINESS

Every successful evangel, whether preacher, doctor, scientist or lawyer, must, declared Mr. E. F. Trefz at a noonday lunch on July 3rd of the Toronto Ad Club, have three qualities—truth, personality and enthusiasm.

And advertising—the pioneer of business, the modern force which, properly exercised, spells prosperity to a nation, must in no less degree be possessed of these qualities.

It was a great treat to listen to Mr. Trefz' convincing arguments, his flights of oratory, and his touches of humor. Truth, absolute and unvarnished truth, he maintained, was the fundamental essential in any business success, and honesty was not only the best, but the only possible policy.

Confidence, as so signally instanced in the case of Marshall, Field & Co., was the basis of trade, and public confidence can only be won by truthful advertising in some form or another.

Business must be an enthusiasm—a man must believe in his goods, and utter his convictions in no mistakable terms, and co-operation amongst advertising men is the surest way to raise the tone of advertising.

Mr. Trefz, in his able speech, spoke with no uncertain voice on points which this journal has been trying to drive home.

We have always been heard on the side of "more and better" advertising; we have ever advocated the elimination of doubtful medical and other fake propositions, and the introduction of uniform and unchangeable rate cards.

No doubt this desirable state of affairs will some day eventuate. Possibly this will be sooner than the most sanguine of us anticipate,

IF YOU WANT TO SELL YOUR WARES IN THE CANADIAN NORTHWEST, USE THE

Winnipeg Newspaper Union

$12.00 Will pay for **One Inch** Advertisement in the whole of the 240 Weekly Newspapers of The Winnipeg Newspaper Union, one time.

$48.00 Will pay for **Four Inch** Advertisement in the whole of the 240 Weekly Newspapers of the Winnipeg Newspaper Union, one time.

If you use Electrotypes or Stereotypes of special design, we only require FOUR.

Discounts for larger advertisements running for over three months are allowed.

WE SHOW FULL PROOFS OF THE ADVERTISING GIVEN TO US IN ALL THE PAPERS.

The Winnipeg Newspaper Union has been established for 15 years and is the only list of Weekly Papers that covers the Canadian Northwest, and is used by all large American and Canadian Advertisers.

For Advertising Rates Apply to

WINNIPEG NEWSPAPER UNION

175 McDermott Avenue, Winnipeg

Or to Toronto Type Foundry Co., Limited, 70-72 York St., Toronto

Or to any well-known Newspaper Advertising Agency.

and it is comforting to hear leading advertising men from the States (where advertising evils are admitted to exist in greater volume than we experience), tell us of the good work already accomplished down south.

Canadian advertising is being developed along the lines of absolute honesty in every announcement, and this essential, coupled with personality and the unbounded enthusiasm of our youthful race, cannot fail to have its effect on the business of the near future. These monthly addresses are both inspiring and instructive, and we welcome many more leading States ad men to Toronto.

* * *

BE PREPARED

The above slogan, adopted so successfully by Baden-Powell's Boy Scouts, has a special significance in every phase of business life, and especially in the advertising end of every business.

Careful preparation is a prime essential in the success of every advertising campaign, and without it the wisest policy and best laid plans can never produce adequate results.

You may imagine that the necessity for emphasizing readiness in advertising does not exist, yet in recent years an enormous number of good dollars have been thrown away just because of lack of preparation in the planning of advertising campaigns.

Maximum results from advertising can only be expected when sufficient time and skill have been given to insure a perfect harmony in the working out of every little detail in the campaign.

And in mentioning details, while preparation of copy and judicious placing of advertising are most important factors, due consideration must be given to the distribution of merchandise.

Better to perfect your distribution methods without advertising, than to advertise without having first made it possible for the public to purchase your goods without difficulty.

The goods must be in the stores before you commence to talk to the purchasing public—the retailer must "be prepared" to supply the demand before it has been created by advertising.

* * *

It cannot be too strongly emphasized that advertising does not sell goods. It simply creates in the mind of the consumer a desire to have them. The selling is entirely up to the manufacturer. He must produce good goods, put them up attractively and his sales department must place them with the proper dealers, who must re-sell them.

Summer Advertising in THE NEWS

(TORONTO)

To build the foundation of a larger business by persistent advertising during the busy season, and then, practically by force of habit, to drop out completely during July and August, is NOT a wise business policy, because the store next door or across the street is likely to pick the plums you have ripened.

Think this over carefully.

Taking the place of your absent customers there are numerous tourists and others that spend money freely and they read the papers.

Cobalt Daily Nugget

The only Daily Newspaper in Northern Ontario. Covers the entire district, and is a splendid advertising medium. Northern Ontario is growing more rapidly than any other section of Canada, and is a market for $5,000,000 worth of supplies annually. Get in via THE NUGGET

Circulation 4,000 Daily

Divided as follows:

Cobalt	1,050
Haileybury	700
Porcupine	625
Liskeard	200
North Bay	145
Gowganda	25
Elk Lake	35
Cochrane	40
Matheson	20
Latchford	20
South Lorrain	20
Sudbury	20
Scattering and down country	1,100

Rates on application.

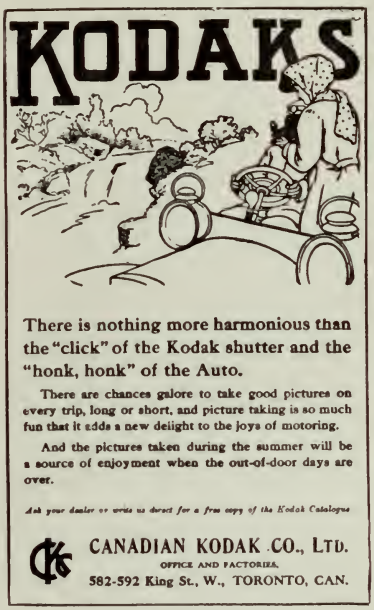
A PLEA FOR CLEANER ADVERTISING

By President J. F. MacKay, Manager, Toronto Globe.—Extracts from the Presidential Address.

Paradoxical as it may appear, it is nevertheless true, that the vendors of advertising have been the poorest of all advertisers. Just why this should be true it is hard to see. It should certainly not be from any lack of faith in the power of good advertising, for have we not all seen scores of the patrons of our columns grow with amazing rapidity from poverty to opulence?

To speak plainly, I believe this utter neglect of any intelligent effort at the development of our market is one of the prime causes of the lack of success in the majority of newspaper offices to-day.

There is in this connection one other matter which has frequently received attention at these conventions, but which apparently is as flagrant an evil as ever. I refer to what is commonly known as "free publicity." As newspaper men we have failed lamentably in letting the public understand that our space means our livelihood quite as much as the goods that go over the counter constitute the income of the merchant. The free advertisement fiend must be sat upon all down the line, from the big manufacturing corporation which is generally too busy to advertise, but which always has an item of news to hand out about a big shipment of goods to New Zealand or elsewhere, down to the professional gentlemen who have taken away their brother's means of livelihood for the crime of issuing a dodger about his Grippe cure, but who never fail to let the editor know that he had resumed practice at 64 Blarney Street, after spending a few weeks with his wife at Atlantic City. This is one of the crying evils of newspaper work to-day, and for its existence we must take a large share of the responsibility ourselves. The practice of "working the newspaper" to-day is down to such an art that agencies have been established in many of the leading centres for no other purpose than to secure insertion of what is really the best pos-


KODAKS
There is nothing more harmonious than the "click" of the Kodak shutter and the "honk, honk" of the Auto.
There are chances galore to take good pictures on every trip, long or short, and picture taking is so much fun that it adds a new delight to the joys of motoring.
And the pictures taken during the summer will be a source of enjoyment when the out-of-door days are over.
Ask your dealer or write us direct for a free copy of the Kodak Catalogue
CANADIAN KODAK CO., LTD.
OFFICE AND FACTORIES,
582-592 King St., W., TORONTO, CAN.

As usual—good.

Would You Cover Ontario Thoroughly?

Then you must use the Weeklies.

They carry the local news and are "first in the hearts" of our country cousins who comprise over seventy-five per cent. of our Ontario population.

You can get in immediate touch with these papers through one contract with us, and, incidentally, effect a large saving in rates, plates and postage.

It will pay you to make this combination of papers the starting point of your Ontario campaign.

Sample papers and rates for the asking.

Interviews arranged anytime, anywhere.

Do not complete your autumn advertising plans until you learn what this service can do for you. Telephone, wire or write.

The Wilson Publishing Co.
73 West Adelaide St.
TORONTO

The Stratford Beacon

Stratford - Ontario

Weekly—Established 1854
Daily—Established 1887

Sworn Circulation Daily, Net Average

2,435

Sworn Circulation Weekly, Net Average

2,536

¶ The Beacon does not sacrifice quality for quantity of circulation. It is a newspaper first, with special up-to-date telegraphic news service; a wide-awake home department; and sells for 2 cents a copy, giving good value to both readers and advertisers. Rate card on application and copy of sworn circulation statement.

W. M. O'BEIRNE
Proprietor

sible advertising in the subtle guise of "stories," news items, etc. We are prepared to make sacrifices for our country and for our community at all times, we need not be niggardly in our relations to the churches and the charities, but let us in our business life be at least self-respecting enough not to be made the tools of wealthy and self-seeking men, men who will turn away from us and laugh at newspapers as "easy prey."

The time has surely gone by when we need to beg pardon of any business man for calling his attention to his need of advertising. The article which we have for sale is the greatest selling force in the world to-day. The Dominion of Canada is itself one of the greatest newspaper advertisers in the world, with the results that are the envy of powerful competitors in various quarters of the globe. Some of our towns and cities are enjoying an extraordinary degree of prosperity as a result of intelligent newspaper advertising; in fact, an estimate has been prepared by the Publicity Department of Winnipeg, showing that during the present year over two and a quarter million dollars will be spent in advertising by the Dominion, the Provincial and City Governments of this country. Certain it is that when the taxpayers are willing to have such a huge sum invested in advertising it must be an article of merit in which we deal, and not one to be spoken of shamefacedly, as has too often been the case in the past. What advertising has done for Canada it can do for any honest, aggressive, intelligent business man in Canada. Advertising is a commercial power that can do more to direct the distribution of the necessaries and the luxuries of life than all the tariffs ever devised, and we are not true to our opportunities if we fail to take advantage of all the means at our

An artistic souvenir from the Southam Press.

command to so direct public opinion that newspaper space will more and more become the recognized medium of communication between producer and consumer.

The fact that the business and editorial sides of newspaper work to-day are so closely interwoven should, however, make those of us who have had to do more particu-

200,000,000 200,000,000

The 200,000,000 Mark

A conservative estimate puts the aggregate production of grain in Western Canada for 1911 at 200,000,000 bushels.

That means business and big business for the firm whose goods are favourably known.

There are carloads of orders in the West; it is simply a question of YOUR goods or your competitors. Tell them about your goods in

THE COMMERCIAL

WINNIPEG, - MANITOBA

A BUMPER CROP

is assured for Alberta this year. Wheat is the backbone of the country. Alberta wheat is the finest in the world. The growers of this wheat—Alberta farmers—are the richest in the world. They buy most largely the well-advertised goods. THE DAILY HERALD is the paper of the Alberta farmer. It covers the field, it goes to the homes. It has a total net paid-up circulation of 12,448 copies per day. Are your goods represented in its advertising columns? They should be. All authorized advertising agencies will quote you rates, or write us direct and learn first hand of the great possibilities of this fastest growing country in the world.

The Herald Publishing Company Limited

DAILY Calgary, Alberta WEEKLY

EDGAR J. GUY, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

larly with the former, increasingly careful that our influence is exerted in the direction of maintaining a high standard in our advertising columns. That altogether too great latitude has heretofore been allowed in this respect is, we confess, only too true. The newspaper is on trial to-day as never before since its inception. It is being measured and weighed by new standards and no one can speak with any positiveness as to just what its relationship to the public will be in the years to come. In various quarters we are being told that the influence of the advertiser is dominant in journalism and that this constitutes a public menace; that, in fact, as a result of this the newspaper has already ceased to exert any great influence on the minds of its readers. This criticism is not supported by the facts. In many editorial rooms to-day there is greater freedom from counting-room influence than ever before in the history of the papers. But from no higher motives than those of good business we must recognize it as a serious state of affairs if it were true. It will be a sad day for journalism, even as a commercial enterprise, when the mass of the people lose faith in its integrity, and to avoid such a disaster, editor and manager must be in hearty accord in their joint discharge of the responsibilities resting upon them. A closer censorship of our advertising columns I would place as one of the first requisites to a more successful and a more powerful press.

It is our lot to belong to a great calling at a time of immense opportunity. It is but stating a commonplace to say that no country in the world is attracting so much of the world's attention to-day as is Canada. New-comers are flocking by ship-load to our shores; capital is literally being poured into the country; new enterprises of giant proportions are announced almost daily; railways and canals are being projected and constructed with a courage not dreamed of in the past. In the midst of it all let us see that so far as in our power lies, Canadian journalism proves equal to its unparalleled opportunities. We are the trustees of a mighty power for good or evil. If the sources of news and opinion become tainted, it bodes ill for the nation of the future. In this contest it will certainly become necessary for each one of us to refuse the immediate gain in view of the larger profit that comes from the sense of duty well done. Our responsibilities are equal to our opportunities. In the discharge of these duties let us have nothing but the highest ideals before us. Let it be our endeavor to earn for Canada a character as a land of happy homes, free from the tyrannies and the poverty of older climes; and abroad, let Canada stand out among the nations of the world as a country without a quarrel, as a country that has become great and strong, not by pulling down of others, but by standing steadfast for what is noblest and best in mankind.

* * *

Take time to think, plan and act.

* * *

Love work as enthusiastically as a child does play.

THE RESULT OF RESULTS

Because local merchants receive bigger, quicker and more satisfactory results from their advertising in

The Hamilton Spectator

They show a marked preference for space in its advertising columns over other local mediums. These merchants are wise guides for Foreign advertisers to follow.

SWORN CIRCULATION FOR MAY **18,440 Copies**

Here's a Fellow with $200,000,000 to Spend. Do You Want a Chance at Him?

Western Canada's wheat crop is worth $200,000,000 this year, according to official estimate.

Exports will total $100,000,000, or more than double last year's amount.

The Western Canadian is the man who gets the money.

Do you want him to spend it with your competitor or with you?

You want him to spend it with you. To reach him, advertise in

CANADA MONTHLY

THE MAGAZINE THAT REACHES WESTERN CANADA

We run the kind of articles that the man with the money reads.

Have you seen our "Money-Mad Farming" series? They're the talk of the West.

VANDERHOOF-GUNN CO., LIMITED, PUBLISHERS

Winnipeg, Man. Toronto, Ont.

HOW IMMIGRATION AFFECTS ADVERTISING

By O. C. Pease, Advertising Manager, Canadian Century.

The manufacturer of a well-known Canadian product remarked to me the other day that he had not advertised for the last four years. A firm believer in the value of advertising, he had built up a reasonably large business by means of carefully prepared, convincing copy, and a shrewd selection of mediums. Having reached a point where, as he said, all Canadians appreciated the worth of his product, he decided that further advertising appropriations were unnecessary, and proceeded to save what he considered a useless expenditure.

It seemed to me that the rapid growth in the population of Canada would add an interesting sidelight to the question, and to bear out my point I prepared some figures which I believe will be of interest to the readers of Economic Advertising.

During the last five years the record of immigration into Canada was as follows:

1906–07 (9 months).....	124,667
1907–08.....	262,469
1908–09.....	146,908
1909–10.....	208,794
1910–11.....	311,084
Total.....	1,053,922

Dividing Canada into two sections at the western border of Manitoba, 52 per cent. of this total remained in the Eastern provinces, proving erroneous the prevalent belief that all immigration is into the prairie country. The Province of Ontario, in fact, received fully 75 per cent. more than any other.

"The Paper Worth While"
Every Member of The Family Finds "SATURDAY NIGHT" Good Reading
This week's features
WELCOMED into homes of refinement because of its clean, wholesome "tone," SATURDAY NIGHT provides thirty-two pages of crisp comment on the events of the week.
IT includes, in its Departments and Special Articles, features that appeal to a widely diversified circle of readers.
CAREFULLY censored as to its advertising columns and possessing an editorial policy that rigorously avoids unsavory topics, SATURDAY NIGHT furnishes a notable example of clean cut Canadian journalism.
SATURDAY NIGHT
OUT TO DAY—FOR SALE EVERYWHERE

Good newspaper advertising.

The question came up as to whether advertising would reach these people. Could they read English? I give the figures as I found them.

38 per cent. from Britain.

36 per cent. from the United States.

26 per cent. from Europe and elsewhere.

Here, then, are over three-quart-

40,000 BAPTIST FAMILIES IN CANADA

Have you a message for this large body of influential and well-to-do people ?

The Canadian Baptist

will carry it to them in the most profitable, effective and economical manner.

Why not fall into line with those advertisers who have found space in our columns a profitable investment ?

Ask for sample copy and advertising rates.

STANDARD PUBLISHING CO. R. D. WARREN, Manager.

27 Richmond Street W., Toronto

The

Generally acknowledged "the best result-getter."

Advantageous to advertiser and reader alike.

Zealous in its selection of editorial matter.

Ever-ready to aid in the preparation of copy.

The only English morning daily in Montreal.

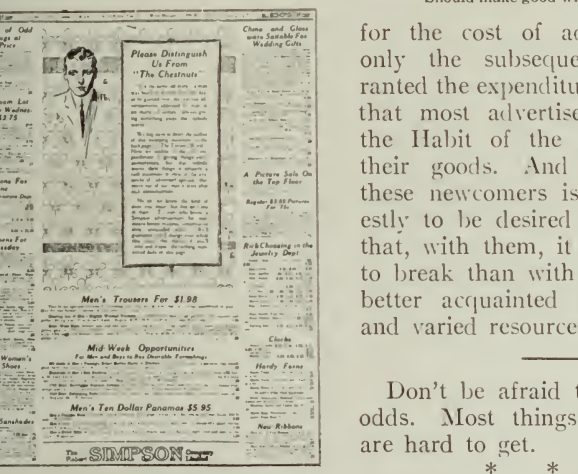
The oldest and most reliable paper in Canada.

Each subscriber belongs to the better class.

MONTREAL

ers of a million English-speaking people who have come over into our country in the last five years—and they form a respectable percentage of the total population. They need to be housed, clothed and fed. They need agricultural implements and luxuries. Their requirements in the way of manufactured articles must of necessity be considerably greater than those of people long established in Canada. They are in a new country, and must gradually assume the customs and habits of the people in the land in which they have decided to make their homes.

Apart from all talk of the value of continuity in advertising, of



Specially good.

keeping present consumers in spite of the inroads made by other manufacturers who advertise similar and kindred products, this question of immigration demands serious consideration, because on close investigation it looms larger than we had thought. Some one said, in a recent article, that the first sale of an advertised product barely paid

Should make good with the ladies.

for the cost of advertising—that only the subsequent sales warranted the expenditure. It is Habit that most advertisers are after—the Habit of the people to buy their goods. And Habit among these newcomers is a thing earnestly to be desired for the reason that, with them, it will be harder to break than with those who are better acquainted with the wide and varied resources of Canada.

Don't be afraid to fight against odds. Most things worth having are hard to get.

* * *

Don't be afraid to think out new ways.

* * *

Duck and let the wave go over.

* * *

Sow your seeds so they will develop a rich return.

The Kingston Standard

The Leading Independent-Conservative
Newspaper between Toronto and Montreal

Sworn Circulation, 3,048 Daily
1,980 Semi-Weekly.

A Newspaper with Opinions and a
Newspaper for the Home.

Patronized by all the Leading Merchants of
Kingston and vicinity, the Standard
gives results.

Hamilton
Newspaper Union List

Comprising 75 FIRST-CLASS Weekly Papers

Sworn Circulation for 1910 - 2,708,388
Weekly Average - 52,084

This List is Used by Many of the Largest Advertisers in the United States and Canada. Enough said.

For Rates, etc., Address

Hamilton Newspaper Union - Hamilton, Can.

RECENT ADS—GOOD AND OTHERWISE

By the Captious Critic.

The argument employed in the Brantford Roofing ad is a good one, because it is only natural to conclude that a modern steel and concrete fireproof building would not "spoil the ship for a ha'porth of tar" by using an inferior roof. And the statement that Brantford Roofing has been found really fireproof by independent examiners should strengthen the company's claim to universal use for their product.

Would they use it on a "Sky-Scraper" if there was a better roofing
DROP A CARD TO US
Brantford Roofing
APPROVED BY FIRE-CHIEFS AS REALLY FIRE PROOF
GET MORE SERVICE, ROOF VALUE—ROOF SOUNDNESS
BRANTFORD ROOFING CO. LTD
BRANTFORD CANADA

But the little oblongs and triangles! What are they? Bricks and trowels I presume, but they certainly add nothing to the ornamentation or effectiveness of the ad. The rooster is, doubtless, the firm's trade mark—if so, why not make more of it, and insist on every customer getting the genuine article with a rooster on every roll? Notwithstanding, the ad is good, and occupying nine inches four columns wide must have attracted a lot of attention.

Probably no advertising comes in for so much criticism as heater advertising, and the sample reproduced of the new Steel and Radiation advertising, while containing forceful argument, loses strength because the wording on the illustration is difficult to read. And possibly too much stress is laid on the extra cost entailed in installing a hot water system.

Then again, no appeal is made to the householder who is dissatisfied with his existing heating apparatus —a fairly numerous body I should imagine,—and while the good features of hot water heating are well

Argue it Pro and Con
King Boilers and Radiators
STEEL AND RADIATION, LIMITED
HEAD OFFICE: PEARD AVENUE TORONTO SHOWROOMS: 1542 ALEXANDER ST. E.

brought out (most people are agreed that hot water heating is the ideal system), the name of almost any other high-class boiler could be sub-

IN MAKING YOUR ESTIMATES FOR YOUR FALL CAMPAIGN BE SURE TO INCLUDE

The Daily and Sunday World

with their combined circulation of over 90,000. With The Daily World you get a good Toronto and a splendid suburban circulation. With The Sunday World you get a total circulation of

53,000

over 42,000 of which is in the City of Toronto. For reaching the better class of Toronto and suburban homes this combination of Daily and Sunday World is by all means the most effective. One trial advertisement will prove this, for both papers are good pullers. For information regarding rates and sample copies, address

The World Newspaper Co.
Limited - Toronto

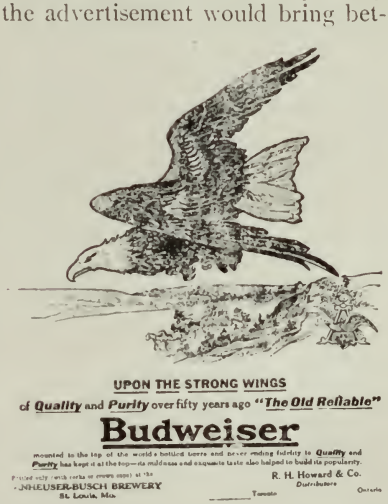
H. B. Somerville, Manager Advertising Department

stituted, and the arguments employed would apply with equal force.

To my way of thinking you will have to go a long way to find an ad

of such all-round excellence as the West Disinfecting Co.'s Ad. Not only is the caption "Who used the soap before you" a mighty attractive one, but the argument advances by such easy steps that the reading is accomplished with the least possible effort. Then see how aptly the pleasant-faced figure illustrates the way to use the Soap Dispenser —just press forward with the finger and the soap is delivered into the palm of the hand. I cannot suggest any way in which this very excellent ad could possibly be improved upon.

When fully three-quarters of a four column by ten inch ad is taken up with a very artistic representation of the noble bird of independence, American advertisers apparently assume that even if annexation is not yet a real probability, still the feeling in the hearts of Canadians is one of profound loyalty to the Stars and Stripes. This advertisement in the States might make a fellow feel like having a hooker to the health of good old Uncle Sam, but in Canada, to sell any commodity, our contemporaries across the border have to show us conclusively that they have a better product than we have. In other words, if a little more of the space that the eagle monopolizes was utilized in telling us just why Budweiser Beer is better than Canadian brews, possibly the advertisement would bring bet-



ter results—at least it would create a more favorable impression and be all round better publicity for Canada.

The Canadian Shoe market in past years has been so monopo-

The Direct Appeal

The most progressive manufacturers and wholesalers consider trade paper advertising a necessity, an essential in the building up of their business.

They recognize the directness of its appeal to the firms they must reach in the distribution of their products.

The Maclean Papers

have gained the confidence of the leading business houses. The superiority of these journals over all similar periodicals is generally acknowledged.

A staff of the best editorial writers procurable, is maintained in connection with each paper. Every article published is backed by careful research. A fearless statement of facts is made in connection with every matter of live interest. This editorial merit explains the wide circulation of the Maclean Papers.

The Maclean Circulation Staff

—the largest organization of its kind, covers every part of Canada systematically. This means a rapidly increasing circulation for all the papers in every corner of the Dominion.

Among the Maclean Publications you will find the paper or papers that will best suit your requirements.

Maclean Publishing Co., Limited

Office of Publications

143 University Avenue, Toronto

Offices in Montreal, Winnipeg, Vancouver, London, Eng., New York and Chicago

PUBLISHERS OF

Canadian Grocer	Hardware and Metal	Dry Goods Review
Printer and Publisher	Canadian Millinery Review	Bookseller and Stationer
Plumber and Steamfitter	Maclean's Magazine	Canadian Machinery
Power House	Farmer's Magazine	The Financial Post
Canadian Foundryman		Men's Wear Review

lized by the brands of American manufacturers that it is a pleasure to the eye to see a Fredericton, N.B., firm putting out a campaign to familiarize Canadians with the Hartt shoe. The adv. herewith produced is a fair sample of black and white display, with the trade mark well emphasized, but wouldn't it be an improvement to "remove all memories" of the price, and tell people what they get when they buy Hartt shoes? The average person is apt to come back regardless of price if the value received is proportionate to what was paid. At any rate here's success to the Hartt Boot and Shoe Company in their enterprise, and be it known that there is lots more room for other manufacturers to

The HARTT Shoe
TRADE MARK REGD.
The Hartt Boot and Shoe Co.
Limited
Fredericton, N. B.
"Canada's Best Shoemakers."
The excellent service given by The Hartt Shoe removes all memories of price

establish their brands and put a crimp in the enormous importations of American footwear to Canada.

Here's an ad four columns by seven inches. After reading the matter the question arises, "Why is it?" The illustration rather appeals, but the ad seems to lack any vital salient feature. The disconnected flow of rather insipid sentences is hardly convincing enough to make a housewife buy the flour.

Possibly the import of the advertisement is to popularize the

two figures of Bud and Rose, but then the purpose is entirely lost by the copy that follows. Giving all credit to the originator the design is attractive, and the application of the Ben Day screen effect good, but the illustration does not harmonize with the reason-why copy that goes with it.

Expend your efforts in one mighty force; use them for a worthy purpose.

* * *

Learn to recognize opportunities and use them.

* * *

Stick to the truth—nothing is better.

* * *

He who looks for shadows sees them.

* * *

Struggle is the most valuable part of success.

PRINTING PLUS SERVICE

Our business is the making of specially prepared books, catalogs and advertising matter. We create the work in its entirety—designing—typesetting—presswork and binding. ¶ Our Service means speed in delivery and an intelligent conception of our customers' requirements backed by a big, modern, up-to-date plant, ready at a moment's notice to do your bidding.

THE HUNTER-ROSE CO. LTD.
12-14 SHEPPARD STREET TORONTO, CANADA

THE DEMOCRACY OF ADVERTISING

Undiminished interest was manifested by members of the newly-formed Toronto Ad Club, at their monthly session on Thursday, June 8th, when Mr. Ralph H. Waldo was the guest of the evening.

On this occasion some sixty members and others, interested in advertising, discussed a most excellent repast on the lake-side verandah of the "Inn" at Scarborough Beach, the intervals between the courses being enlivened by popular and classical choruses of the "Yip-I-Addy" and "Kelly" variety.

After Mr. Baker had contributed two selections in good style, adjournment was made to the Vaudeville Theatre, where the speaker, Mr. Waldo, was introduced by Chairman J. F. MacKay, who read a telegram of regret for non-appearance from President McDiarmid.

Mr. Waldo, who has a conversational style of speaking not unlike the late Cecil Rhodes, claimed that advertising was the only common meeting ground for the business men of to-day. Certainly neither religion, nor politics, nor society, could claim the distinction of enabling all men to meet, sink differences and work for the good of the community, but advertising provided a common meeting ground for all. He paid a high tribute to English business methods, and claimed that England led the way in credit, integrity and method. Throughout the ages the nations have successfully fostered and enlarged their commerce by advertising their products unconsciously. He mentioned how in turn the Venetians, Greeks, Romans and English had obtained world-wide renown by perfecting their products and by maintaining an efficient system of distribution, till the goods they manufactured and the articles they dealt in gained an international reputation for unvaried quality.

His argument was backed by the fact that during the early middle ages, the period when the Vandals and Saracens were masters of the world,—races with no commerce,—business was at a standstill, and fraud and substitution rampant.

Mr. Waldo was most uncompromising in his denunciation of those who wrote or accepted advertisements which were not absolutely and unmistakably true. He believed it to be a fact that advertising could be made strictly honest—this was no utopian dream, as many imagined. At the present day he found the legitimate advertisers far outnumbering the illegitimate ones, and he felt sure that the business of the future would come from legitimate sources.

Mr. Waldo described Commerce as the keystone in the modern business structure and paid a fine tribute to Canada as a commercial nation. The faces of the South, he said, were turned towards Canada—the place from whence would come the business of the immediate future.

On the motion of Mr. Matson seconded by Mr. Edwards it was decided that the Toronto Ad Club should affiliate with the Associated Ad Clubs of America.

OPTIMISM

By Thomas E. Dockrell

Optimism, to some men, is a splendid stimulant. To others it acts as a powerful narcotic—it induces dreams deeper than those of opium.

The man who sometimes slips because of the very pace at which he travels, needs optimism to help him until he reaches his goal. The man who is travelling so fast that his breath is coming hard and his heart is nearly bursting needs optimism so that he can hold his pace until the race is won.

But the man who dreams of distant Eldorados—who believes all is well because he is unruffled—who believes that the runner ahead of him will drop exhausted, and that then he can quietly stroll past him in the race—lives in a fool's paradise.

To know that the glory of the fight is in fighting—to know that the reward of struggling is increased ability to struggle—to know that all that is worth while in life is bound up with motion, progress, growth and difficulty—that is the real optimism.

To know that only effort breeds improvement, that evolution is only achieved in travail, that all progress is attained only through struggle—that is the real optimism.

Lack of ambition, indifference, laziness, and satisfaction with ease and quiet, are not optimism. To dream dreams—to sit still and be content to see the other man forge ahead—to feel that nothing matters so long as all is peaceful—that is false optimism—the optimism of the dead.

A scientist watched the evolution of a butterfly of a particularly beautiful species from its cocoon. As he watched its struggles, he conceived the idea of helping it to escape from its silken womb by cutting some of the threads. The butterfly came to its new existence lacking the exquisite colors it should have had. Then the scientist realized that the beautiful creature's coloring was achieved through its birth-struggles, and that by minimizing these he had prevented it from attaining its possibilities of variegated hue.

HOT ? ?
Dalton's Lemonade
For those hot, sizzling days, nothing so refreshing as Dalton's Concentrated Lemonade. Made from lemons and sugar only. Guaranteed free from Tartaric Acid. Sweetened and ready to serve.
1 bottle makes half a gallon.
Try it once and you will never again make lemonade in the ordinary way.
10c. ALL GROCERS AND DRUGGISTS
Beware of the Imitator—Insist on Dalton's
Seasonable and attractive.

Nature has provided that all that is worth while and great shall be achieved only through struggle. All that has been of value in history was born of effort. To know that progress only comes through struggle and travail and overcoming—that is the real optimism.

FIGHT ON!

—*Judicious Advertising.*

THE BUYER'S BEST PROTECTION

Pointing out the value of good catalogues and intelligent correspondence in following up enquiries from advertisements.—By A. L. McCredie, B.S.A., Advertising Manager Farmers' Magazine.

A few years ago a company was formed to make farm implements at Whitby. The stock was sold to farmers mainly. The management was in the hands of men experienced in making implements. The company had the sympathy of the farmers generally.

This company failed. The extent of its failure may be judged by the fact that the cost of making and selling a binder was said by men in a position to know to have been over $1,000.00.

It is not a simple matter to make and sell goods. It is said by some, for instance, that it costs $27.00 to $41.00 to make a binder. Binders are sold at retail, after paying a necessary percentage to the local agents, to the banks for carrying payments on long credits, etc., for around $140.00. Yet our Whitby company couldn't make ends meet.

Why not?

This is only one instance of many in many lines. One thing is sure. Business is a difficult affair. It is not enough to have the raw materials, the patents and patterns, the skilled mechanics and the plant and machinery.

Brains are, of course, essential. Whenever business has been undertaken without them, the result has been failure! But if we believe common report, the output of strictly first-class brains is unlimited. Any hired man, one would readily take it, has more than enough!

The best brains, making the finest goods, won't earn a living,

MUSKOKA
The Land of Lakes and Islands
A FAST TRAIN
Commencing Saturday
"MUSKOKA FLYER"
A FAST TRAIN WITHOUT STOPS
Carrying Coaches, Cafe Cars and Parlor Cars
Lv. Toronto 12.10 Noon
Arrive Bala 3.30 p.m.
Immediate Steamer Connection for All Points on Lakes
CANADIAN PACIFIC RAILWAY
SOUTHBOUND
Lv. Bala 7.40 p.m. Ar. Toronto 11.00 p.m.
Ask for Copy 1911 Muskoka Lakes Literature

Informative and well-displayed.

unless a market is found. The farmer whose market always comes to his nearest railway station, does not, of course, see much difficulty in this respect. To the manufacturer, however, it is necessary to find or make a market for his

AN UNASSAILABLE POSITION

The shrewdest Canadian, American and English advertisers use the pages of the

CANADIAN MAGAZINE

to a far greater extent than those of any other Canadian Monthly, because its premier position in the Canadian field has never been assailed.

In point of literary excellence, the Canadian Magazine has no peer, and our paid-up subscribers include many of the best families in the Dominion—a fact which gives unique value to space in our advertising columns.

The majority of our advertisers stay with us year after year—a significant fact.

May we give you further details?

Ask for sample copy and rate card.

THE CANADIAN MAGAZINE, - TORONTO

The Big Area in which the general advertiser may secure the biggest results, is in the PROVINCE OF SASKATCHEWAN. Here the people will buy your goods, and will buy them readily.

The Big Force in reaching these people thoroughly and efficiently is through

THE REGINA LEADER

MORNING — Largest circulation of any newspaper in the province.

EVENING

WEEKLY — Rates and circulation statements on application.

THE LEADER PUBLISHING CO., Limited

REGINA, SASKATCHEWAN

EDGAR J. GUY, Special Eastern Representative, Canada Life Building, Toronto

goods, no matter how serviceable or cheap they may be.

Hence the retail merchant, the machine or piano agent. Hence, also, the advertising that "hits you in the eye" in every paper. But, you have probably considered all this market-making machinery of no *value* or *service* to you. It costs money—money which *you* pay. If the expense is not necessary or useful to you, it is time you put a stop to it.

The best proofs that "advertising" and salesmen are doing you a necessary service are, that it has never been found possible to do without them; that such expenses would never be allowed by the manufacturer if business could possibly be done without them; and that *you yourself would never be satisfied in doing business any other way!*

You wish to know what you are getting for your money. You wish to see the goods, or otherwise to be sure they will serve the purpose and be worth the price. The retail store enables you to see the goods before buying. The agent undertakes to put your machinery in proper working order before sale is completed. The advertisement establishes claims for the goods advertised which must be made good. If not, the goods will not long continue to sell.

Advertising is simply the publication of the qualities claimed for the goods advertised. Therefore *advertising is to the buyer's advantage in guaranteeing satisfaction.* Therefore it is worth more than it costs.

The advantage of advertising to the buyer is only obtained according as the buyer reads advertisements, and thus familiarizes himself with all that advertisers say.

But reading advertisements is not enough. The advertiser usually makes only part of his claims in the advertisements. His catalogue, his correspondence, complete his description and explanation and guarantee the goods. For you to buy safely you must make the advertiser put himself completely on record. The Buyer, therefore, is wise who writes to advertisers for explanations, descriptions, illustrated catalogues, etc., *before buying anything.*

The system that pays best is to have a little desk, file or box in which to preserve all such matter in alphabetical order, or, preferably, in groups according to the sort of articles advertised.

Fifty cents in stamps or post cards has more than once saved fifty dollars or more, spent on writing to advertisers. Every Buyer should protect himself by investing that fifty cents.

The following gentlemen have been added to the Special Convention Committee for the Boston trip: J. P. Patterson (Woods-Norris Advertising Agency), and Don Tuck (Economic Advertising).

Full particulars can be obtained from any member, and reservations should be promptly made.

Learn how to expend your energy wisely.

SNAPS AT THE WOODS-NORRIS PICNIC

1. Discussing the good things. 2. Uninvited guests. 3. The powers that be. 4. A merry group. 5. The staff and friends. 6. On the sunny side. 7. Some of the boys. 8. Old Dundurn.

AGENCY MEN PICNIC TO HAMILTON

Woods-Norris Staff Hold Holiday at Dundurn Park.

King's weather favored the Woods-Norris Advertising Agency, who held their annual picnic at old Dundurn Park, Hamilton, on June 15th last.

It was a family party that made the trip on the "Macassa," and a very jolly crowd at that, the hurricane deck of the boat being placed at the disposal of the picnicers, who were looked after in right royal fashion by Captain Henderson and his officers.

On arrival at Hamilton a special car was waiting to make the transfer to the park, where Mr. and Mrs. James Allan (he of the Spectator), and other friends had made all preparations for the party, who soon were busy discussing the good things provided.

After dinner games and races were indulged in, and the fun was fast and furious, although we understand no records were broken.

The piece de resistance was the ball game between nines captained respectively by the President (Mr. C. C. Norris) and the Vice (Mr. J. P. Patterson). Four ladies held positions on each team, and they worthily upheld Woods-Norris traditions. The genial President was in tip-top form, and is credited with no less than four runs off his own bat, a performance which materially helped his side to double the score of their opponents (22 to 11). Capt. Henderson and J. R. Allan gave more or less impartial decisions to a company of easily-satisfied fans.

The return trip was enlivened with harmony of various kinds, and the prizes won in the various events were presented with suitable ceremony by the President.

The visitors included R. B. Ferrie, of the Times; C. A. Murton, Manager Bishop of the Hamilton Steamship Co., Dr. and Mrs. Morgan, and several Toronto friends of the staff.

A tired but merry party broke up on reaching Toronto shortly after 10 o'clock.

Dundurn Park has the unanimous vote for next year's outing.

There are, in my opinion, two things that are hurting advertising: First, we will have to clear up the agency situation, and convince people that agencies have the first essential to success—absolute honesty; I believe it is being done by most agencies.

And the second thing is no less important than the first, and that is that publication circulations shall be just what they are represented to be. If I buy 5,000 axles for automobiles, and they only deliver 4,000, I don't pay for the fifth thousand; why should it be different in advertising?—*Hugh Chalmers.*

WESTERN CANADA FLOUR MILLS COMPANY LTD.
PURITY FLOUR
MORE BREAD AND BETTER BREAD
1911 JANUARY 1911
SUN MON TUE WED THU FRI SAT
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31
Western Canada Flour Mills Co. Ltd. Calendar

An Example of the Highest Class of Lithography

A reproduction in 10 colors executed by

The Hough Lithographing Co. Ltd.

96-104 Spadina Avenue, Toronto, Canada

ALEX. MACPHERSON, President

THE "TIMES"

is the paper for you. WHY ?
Because it reaches the people in their homes. RESULTS ASSURED.
Special Canadian Press wire taps the world's news.
Has been a successful paper for over fifty years. Can also make your business successful.

Advertise in the Hamilton "TIMES"

RAILWAY, TICKET AND ALL KINDS OF JOB PRINTING
WE SHOULD LIKE TO DO YOUR WORK

THE POWER OF THE PICTURE

By W. F. Ralph.

The part of advertising expenditure which an advertiser can least afford to curtail to any extent is that which pays for pictures. A small space with a picture in it is far more effective than twice the space without the picture. Where you will get one reader to stop to read a catchy display headline, you will get ten who will stop to look at an interesting picture. And, after all, this matter of stopping the reader, of gaining his interest, is the most essential point of a piece of advertising copy.

Your graphic copy-writer may state your case with the utmost strength and felicity; but his skill is wasted when the reader overlooks the copy from the lack of something by which his interest may be gained.

Watch a person going through a newspaper or a magazine. In the great majority of cases, before doing any actual reading, a person will turn over the pages in a casual sort of way, stopping to look at the pictures and to read whatever printed matter may accompany them. The pictures are the main points of attraction.

Every picture is, so to speak, an inviting oasis in a monotonous desert of type. And, naturally enough, the more of human interest there is in a picture, the more powerfully will it attract the attention of the people who see it.

The case for the picture in advertising is indeed so strong that one feels inclined to apologize for stating it. With most advertisers it is not so much a question of pictures or no pictures, but rather of what kind of pictures. Shall the picture tell a story? Shall it "hook up" to the copy? Shall it invariably illustrate the goods? These and a multitude of similar questions are what agitate the brains of a man who is faced with the task of producing effective advertising copy. And the answers depend upon the imaginative power of the advertiser—upon his ability to realize the pictorial possibilities of his subject.

A classy title page of new booklet

DURING JUNE THE

CANADIAN COURIER

added

1,455

new paid subscribers. During the last 6 months we have added over 7,000 subscribers. Our total net circulation now is

27,295

Are not these figures significant? Do they not indicate progress, and a deep interest on the part of the reading public, in the Courier? Is it not conclusive that a popular paper of such a large circulation should be a valuable advertising medium? We think so; over 200 advertisers find it so.

Remember that the Courier's rates advance 2 cents a line on August 1. If you purpose using the Courier it will be decidedly to your advantage to send your contract before that date.

A request will bring a representative to you.

The

Canadian Courier

The National Weekly

12 Wellington St. East

TORONTO

The Connecting Link

Canadian Publishers will extend their advertising connection and increase their profit by using the columns of

Economic Advertising

This journal deals in the broadest possible manner with Canadian advertising problems, and is the only connecting link between National Advertisers and the Newspapers and Magazines.

Many leading papers stay with us the year round.

Ask our representative to call or write for rates.

Economic Advertising

Mail Building

TORONTO

The wise advertiser, who is not conscious of possessing any useful amount of artistic talent, will submit his problem to an advertising artist; and if the artist selected has earned a reputation for ability in his profession, the wise advertiser will accept and utilize his answer with little or no argument or alteration.

The trained advertising artist is a man (quite often a woman!) who can succeed in bringing fine art into amicable relations with sound business. In general, the people engaged in the business of commercial art have their artistic temperament well reined in by a strong sense of business utility. Here and there, however, you will find one who allows his artistic temperament to run away with him and whose main fault is a tendency to over-rate the capacity of ordinary people to appreciate artistic idiosyncrasies. He is sometimes apt to forget that the reader of advertising is generally much more interested in the picture than in the technique of its execution. The average reader does not care a straw whether the picture be drawn in this, that or the other style, so long as it pleases the eye and conveys a meaning. To please the eye and to convey the right meaning constitute the whole problem.

But the great majority of advertising artists can be relied upon to subdue any tendency to play upon their own particular brand of technique, and to give advertisers pictures which, while exhibiting the advertised article or service in conjunction with some humanly interesting act or situation, are at the same time attractive from the boldness or other artistic excellences of their execution.

There is, of course, nothing new in all this—merely a reiteration of facts that are pretty well known

EL HAMUR
TURKISH CIGARETTES
(London's Best)
A Crowning Cigarette Achievement
Another Link Added To The
"All Red Route" Chain
To import a London-made cigarette is simply a matter of paying the added cost imposed by the customs. But the importation of the tobacco blending secret, heretofore guarded so carefully by London cigarette makers, is quite another matter. This is the achievement that is represented in the new
El Hamur Cigarette
Made By London Experts
All the peculiar mellowness and fragrance so long famous in cigarettes of London make are now offered to discriminating Canadians in the delightful El Hamur
The only difference is in the price—the El Hamur being free from imported Cigarette duty. And cigarette duty adds nothing to the London made cigarette except excessive cost to you.
You're simply cheating yourself if you don't get a box of El Hamurs today.
El Hamurs Are At All The Better Shops
No. 1
Ten for 25 cents
No. 2
Ten for 15 Cents

New line of cigarette talk well displayed

everywhere in the advertising world. But, when all is said and done, reiteration is the life and soul of advertising; and Solomon himself is credited with the assertion that there is nothing new under the sun

---

It is well to develop the powers of imitation, but never act rashly.

* * *

Most men of genius develop through hard work. They are not born.

SOME PHASES OF THE TRADE ADVERTISING PROBLEM

By Jas. G. Lorriman, Editor Hardware and Metal, formerly Sales Manager Metal Shingle and Siding Co., Limited, Preston, Ont.

A lot of energy has been wasted in both printed and spoken talk upon the relative importance of trade papers on the one hand, and media of general circulation, on the other. If the question were stripped of the side issues which usually befog it, and discussed strictly upon its merits, there would be but little room for two opinions. Almost any experienced business or advertising man should readily agree that, to secure the greatest possible good from an appropriation, a trade paper advertising is at least as essential as a general publicity campaign. There is, therefore, no real issue between the two, for each performs a peculiar duty in the distribution of merchandise.

In the majority of cases, advertising in trade papers is necessary to supplement a general publicity campaign. Advertising clever enough to inflame half the populace with a desire to possess a certain article, would be absolutely useless if the people found that the article was not to be procured through their dealer. Except in purely direct mail-order business, the dealer holds the key to the situation, and the only economical means of securing his co-operation is through the pages of his favorite trade paper.

While trade paper advertising is really supplementary to general publicity, it is an entirely different proposition, from the ad writer's point of view. The copy must be on peculiar lines, inasmuch as it is designed to interest people in selling rather than in using the

Effective advertising.

advertised article. This is a distinction which many good copywriters fail to observe, with the result that a great deal of advertising in trade papers simply points out the advantages of using the goods in question.

This is all right so far as it goes, for it suggests talking points which the dealer can use, in selling the goods. But the really essential point about trade paper advertising is to show the dealer how he can make money, by stocking and pushing the sale of the article ad-

vertised. The dealer is naturally a keen business man, who must be influenced primarily by a concise statement of prospective profits in handling the goods. The "big stick" idea of compelling the merchant to stock goods by inducing the public to demand them, grossly underestimates the capacity and influence of the average retailer.

Would your copy interest you in stocking a line of goods, if you yourself were a dealer? That is the test to apply to every ad you write for a trade paper. Analyze it carefully; examine it from every angle; and finally rewrite it, with the object of convincing yourself, as an imaginary retailer, that it would be to your advantage to buy and sell the goods about which you are writing. Never forget that the retailer buys for the sake of selling and only buys that which he is convinced he can sell at a satisfactory profit.

SOLICITING AT RANDOM

Every man who ever bought space in publications, or who was known to have any remote connection with the buying of space, knows how much valuable time is consumed granting interviews to solicitors who wish to sell him space. And he also knows that a few moments' thought might have convinced the solicitor that the solicitation would be useless owing to the nature of the case. But having nothing to lose except his time, and the house is paying for that, the solicitor feels that he can afford to take a hundred-to-one shot —at the expense of the other man's time. If there were only a few publications doing this it wouldn't matter so much, but when there are thousands and thousands of publications—to say nothing of the many other classes of mediums —any one of which is liable to demand a share of the time of any advertising man at any time (preferably at the end of the first paragraph of his letter or advertisement) the situation becomes a serious one for the advertising man. To see all comers and let them talk as long as they like would mean that the advertising man would not have enough time left to cash his pay check—much less earn it.

What can be done about it? Shall advertising men hedge themselves about with brass-buttoned attendants to stand guard over their precious minutes, or shall they do something to educate the publishers' representatives to stop and consider the real fitness of their publications for the proposition in question before asking for half an hour out of the heart of a busy man's day to hear him explain how utterly impossible it is to buy the space offered? Isn't there a remedy that is fair to both sides?—*Printer's Ink.*

* * *

Business gets in a rut when the "house" is afraid of their salesman, and the salesman is afraid of his customer.

HOW LONG would it take you to personally solicit 140,000 people? A mighty long time, wouldn't it? Yes, indeed! But you can reach these people directly and personally in one single issue of

The London Free Press

Taking our daily circulation at 28,000, (which runs considerably over this every day), and following the old plan of five readers to every paper, it would introduce you to 140,000 people throughout the best part of the Dominion—WESTERN ONTARIO.

The London Free Press practically owns this ground. No other paper anywhere has yet been able to cover that ground as completely and capably as this publication. Investigate for yourself. The circulation is guaranteed by the Association of American Advertisers. Write us or enquire of any authorized Advertising Agency.

The London Free Press Printing Co., Ltd.
LONDON, CANADA

Edgar J. Guy, Special Representative, Canada Life Building, Toronto.
Elmer Wilson, Representative, Hartford Building, Chicago, Ill.
Perry Lukens, Jr., Representative, Tribune Building, New York City.

THE EDMONTON JOURNAL

The Journal carries more local, classified and foreign advertising than any other paper in Edmonton and at a higher rate.

MORNING
EVENING
WEEKLY

The Journal is read thoroughly because it is complete in daily news and special features. :: ::

The Journal publishes each month a detailed, sworn statement of a circulation greater than that claimed by any other Edmonton paper and endorsed by the Association of American Advertisers of New York.

M. R. JENNINGS - Editor and Managing Director
J. MacLAREN - - - Advertising Manager
EDGAR J. GUY, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

THE NEWS VALUE OF ADVERTISING

The people of the present age want news; news, news, more news. Twenty-two thousand publications in the United States are kept constantly busy collecting news from every quarter of the globe and feeding out to the capacious maw of the public.

And they who devour that news, merely because the papers print it, spend weeks and months every year in reading matter in which they have not the slightest personal interest, reading every day what they fully expect to forget in an hour, and which they know will be of no benefit to them whatever.

But consider the news value of advertising. Here is printed the latest and best thought regarding things of real interest. It is the daily news of business progress, about what the public eat, and wear, and work with—that which will add to the comforts of home, the pleasure of life, and business success.

For a concrete example, take the man who is thinking of buying an automobile. The magazine or his morning or evening paper contains an array of matter for his entertainment, but in which he has no particular interest. He scans the pages in search of something interesting, and as he turns the leaf and reveals the cut of an automobile his eye jumps to it like steel to a magnet.

Here is real news. It is something he wants to know about. It directly touches his own desires, his own interests; his love of family, friends, enjoyment, social position, reputation in business, his life's success. It is of vital interest to him, for it has to do with the deepest things pertaining to all he holds most dear.

For news on this subject he will instantly leave all else that the magazine or paper contains. On this subject he will devour everything he finds. He is interested in the details about carburetors, the merits of the various styles of engines,

Forceful publicity

lamps, speedometers, tires, mufflers, transmission—everything about automobiles. It is something that is going to call for considerable of his money, and he wants to be posted before buying so that he will make no mistake. This is news that interests him.

Successful manufacturers take advantage of this hunger for news, and as a result the advertising of to-day contains such a quantity of good, reliable, up-to-date news in all lines of business that to many people the advertising sections are more interesting than the editorial,

and it is very rarely that a man today will say, "I do not read advertisements."

If the truth be known it is almost a moral certainty that even this rare man is merely unconscious of the influence that advertising has on him, and it is extremely probable that he buys advertised clothing, and that his kitchen is supplied largely with foods made familiar through general publicity.

As for automobiles, it will be admitted that, other things being equal, the sales of any machine are directly proportionate to the strength of its selling and advertising organization.—*Mahin Messenger.*

CANADIAN PRESS ASSOCIATION

Annual Convention in Toronto Largely Attended.

Representatives of a great number of leading Canadian dailies and weeklies met at the annual convention at the King Edward Hotel, Toronto, on June 20th and 21st.

John A. Cooper reported proggress in the formation of a Dominion Press Council which, it is hoped, will soon materialize.

C. W. Young, of the Cornwall Freeholder, was chosen president of the Canadian Press Association for the coming year, with J. R. Bone, Toronto Star, first vice, and Hal. B. Donly, Simcoe Reformer, second vice.

John F. MacKay, Toronto Globe, the retiring president, in an excellent address (reported in part on another page), emphasized the need of maintaining a high standard in the advertising columns, and characterized free publicity as one of the crying evils in newspaper work.

W. E. Smallfield read an interesting paper on "What policy should be adopted towards advertising which opposes the ideals of the paper," which evoked considerable discussion.

Ira Stratton, Secretary of the Postmasters' Association, severely criticized the illegible wrappers used by many papers, and John A. Cooper spoke on Copyright, and urged the Association to endorse the Copyright Act now before Parliament.

W. Findlay gave an address on "Advertising our Advertising."

The Secretary-Treasurer, J. H. Cranston, reported a good balance on hand with a membership of 414.

In recognition of the services rendered by John M. Imrie in conducting cost conferences during the year, he was presented with a cabinet of silver.

Following the conference a most enjoyable trip was taken to Georgian Bay, the party being entertained at every point in right royal fashion.

* * *

Many businesses are ruined because everyone wants to cook and no one will wash dishes.

MEN AND MEDIA

Toronto Saturday Night is in the market for a first-class experienced advertising representative in Toronto. The position carries with it permanency and a splendid salary to a high-grade man. Anyone interested should drop in and see Mr. Gagnier.

* * *

J. George Frederick, for several years managing editor of Printer's Ink, has severed his connection with this journal. Mr. Frederick still retains his office as Vice-President of the "Business Bourse," but his future plans will not be in shape to make public till September next.

* * *

The New York Times, with the slogan "All the News that's fit to print," celebrates its sixtieth anniversary on September 18th next. Advertisements in the special anniversary section will be limited to reputable firms who have been in business for sixty years or more.

* * *

W. R. Givens, of the Kingston Standard, has been elected President of the Daily Section of the Canadian Press Association.

* * *

We have received from the Southam Press, Toronto, a copy of their Coronation Souvenir, a most artistic production, containing excellent portraits of the King and Queen. The souvenir is in keeping with everything turned out by the Southam Press—of the highest possible class.

* * *

The Globe, Toronto, have issued an analysis of their circulation for the first four months of this year, which shows a heavy increase over last year's banner record. Not only are the figures detailed by cities, counties and provinces, but an alphabetical list of post offices in Ontario is appended, showing the circulation of the Globe in each. This analysis gives, in convenient form, just the data needed to intelligently place advertising. There will be a big demand for this list.

* * *

The Stewart Publicity Club, of Stewart, B.C., have issued an exceptionally fine booklet descriptive of the business and mining possibilities and of the scenic features of this rising Western town.

In the ordinary course of events, Stewart cannot fail to become a great city, its natural advantages and geographical position alone being sufficient to guarantee it a leading position in the Great West.

We congratulate the Club on the progressive spirit they are showing, and our good wishes are extended for a bumper measure of success.

* * *

We learn that the return railroad fare to the Boston Advertising Convention the first week in August, will be twenty dollars, to which must be added the ordinary Pullman charges. Over twenty have already, a month in advance, signified their intention to make the trip. First-class hotel accommodation is being arranged at very moderate rates All interested in advertising should certainly roll up and swell the size of the Toronto contingent.

* * *

Wesley McCurdy, for over five years advertising manager at the Winnipeg Free Press and latterly with the Grain Growers' Guide, has resigned from his position with that publication and has purchased an interest in the Macpherson Advertising Agency of this city. The Agency will in future be known as the Macpherson-McCurdy Advertising Agency, and Mr. Macpherson will remain president as in the past, with Mr. McCurdy as Secretary-Treasurer.

Mr. McCurdy, though one of the youngest of Winnipeg's successful advertising men, has had a lengthy experience in newspaper and advertising work.

The annual meeting of the Canadian Association of Advertising Agents was held on the 20th June at the King Edward Hotel, Toronto. In the absence of Mr. McKim, Mr. C. C. Norris was voted to the chair. Owing to the small attendance of members, but little business was transacted, and the election of officers deferred till the next meeting, to be held in Montreal early in September.

* * *

The Toronto Star has appointed Charles H. Eddy, of New York, as its United States representative. The paper has heretofore not been represented in that country.

* * *

In dealing with questions of national importance, few Canadian papers speak with more authoritative voice than the Toronto News, and the special national issue of 96 pages, which saw daylight during coronation week, was surely one of the most ambitious undertakings ever published on this side of the water.

The underlying idea of the special was to give Canadians some notion of the vast natural resources which their country possesses, and foster the legitimate pride which every citizen should feel in this vast Dominion.

The issue in point of make-up and illustration was of the highest class, and our quota of praise must be added to the many expressions of admiration received by the News from every quarter.

The special was most generously supported by our leading national advertisers.

* * *

Advertisers are gradually awakening to the fact that Church Newspapers have a value of their own—a power of reaching the home possessed by no other medium. Amongst these, the Canadian Baptist, reaching 40,000 Canadan homes, holds a unique position. Space in its columns is well worthy of attention.

* * *

The central division of the Associated Advertising Clubs of America, held their third annual convention on June 15 and 16 last, at Grand Rapids, Mich., when officers for the ensuing season were elected. Several papers of interest were read, and the convention closed with a highly successful banquet. L. C. Covell, The Macey Co., Grand Rapids, is the newly-elected president.

* * *

The Montreal Herald has appointed William D. Ward, Tribune Building, New York, as its eastern representative in the United States.

* * *

Efforts are being made to persuade Hugh Chalmers to stand for highest office in the Associated Ad Clubs of America, when President Dobbs lays down the reins.

The choice would be an excellent one, but it is doubtful if Mr. Chalmers will be able to spare the time from the work of the very large corporation of which he is now the head. However, he is considering the matter, and some arrangements may be made whereby part of the presidential work can be undertaken by the vice-president and secretary.

* * *

The Winnipeg Saturday Post has appointed George H. Alcorn, Tribune Building, New York, as its Eastern foreign representative. The paper has not been represented heretofore.

* * *

Chairman William H. Johns has appointed the following members of the Association of New York Advertising Agents as delegates to the Boston Convention of the Associated Advertising Clubs of America:

Members of Executive Committee—William H. Johns, Ralph Holden, H. E. Lesan, Walter R. Hine and Frederick H. Siegfried.

Delegates—Collin Armstrong, O. H. Blackman, P. B. Bromfield, Ingalls Kimball, Wendell P. Colton, J. A. Richards, George B. Van Cleve, W. F. Hamblin, Charles Otis and A. W. Erickson.

The Association of New York Advertising Agents has joined The Associated Advertising Clubs of America.

FORGING AHEAD!

Are you marking time in your business or is each month's record one of progress and expansion? Surely your aim is to forge ahead, and

WOODS-NORRIS SERVICE

will help you. It is far more than mere clerical and mechanical work. Our copy is right and convincing, and has real selling value.

WOODS - NORRIS SERVICE PAYS. Many leading advertisers will bear out this claim.

Ask us for a list of well-known advertisers to whom you can refer.

Write us for details of our proposition, or ask for a representative to call

WOODS-NORRIS LIMITED

MAIL BUILDING, TORONTO

The Globe
TORONTO

99 out of 100 Unprejudiced People

will tell you that the greatest paper in Canada is

The Globe

CANADA'S
NATIONAL
NEWSPAPER.

AUGUST — 1911

Economic Advertising

Boston Convention Number

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING - - TORONTO, CANADA

Convincing Advertising

The kind that sells goods must be done through mediums which COMMAND RESPECT.

The Daily and The Weekly
WITNESS

Have for SIXTY YEARS been the exponents in Canada of UNTAINTED NEWS, HIGH-CLASS JOURNALISM and CLEAN ADVERTISING.

Strong locally and throughout Canada, they are IDEAL MEDIUMS to figure in a GENERAL CAMPAIGN.

They are read in the HOMES OF REFINEMENT and PURCHASING POWER. The Advertiser receives the full measure of benefit by being associated with this high class of paper and constituency.

Eliminate all chance when preparing your lists for your fall campaign. Use the papers you know are good and which will get you returns.

Use THE WITNESS. Rates from all Advertising Agencies or from

THE WITNESS, Montreal, Que.

A Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

ADVERTISING RATES.

	1 month.	6 months.	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.

Vol. 4. Toronto, August, 1911. No. 8

Straight Talks

THE HALL MARK OF SINCERITY

THE contents of the news columns of the public press at the present day are accepted by a large majority of the reading public as being, *ipso facto*, true. You will often hear a man make a positive statement which he believes to be entirely true, simply on the strength of his having read it in a newspaper.

And the press seems to maintain its good name for veracity in face of the fact that oftentimes the most extravagant statements are made, to be flatly contradicted in a subsequent edition.

Of course all journals are not in this category. Our best papers are controlled by editors of the highest moral standing, and there is far less sensationalism here than on the other side of the line, or indeed in England.

But when we come to consider the news value of the advertising pages we are confronted with an extraordinary and significant change in a few years.

Not so very many years ago the attitude of the public mind towards advertising was one of positive distrust—many newspaper ads were considered lies and traps to catch the unwary.

And it must be confessed that in most cases the advertisers themselves were to blame, because their ads were nearly always reckless and extravagant, if not actually fraudulent.

But such a condition of affairs could not always exist. The purchasing public refused to be hoodwinked for long, and gradu-

Profitable Publicity

Perhaps you have found your newspaper, magazine or street car advertising to be satisfactory and profitable—BUT, are you overlooking the most continuous and economical form of present day advertising?

POSTER ADVERTISING *and* PAINTED DISPLAYS

CONNOR-RUDDY SERVICE

in this respect is thoroughly efficient, and far-reaching in its effect. All of our boards are on the leading thoroughfares, and on street car lines. We invite your inquiries for rates for any kind of out-door advertising. Drop us a Postal Card asking our representative to call

CONNOR-RUDDY CO. LIMITED

East Wellington Street - - Toronto. Ontario

ally a demand for absolute truth in advertising arose which would not be gainsaid.

Many of the most successful advertisers of to-day, by their candid and straightforward announcements of 15 or 20 years ago, won the public confidence, and placed their products on the highest pinnacle of public favor.

To-day the advertiser who does not realize the value of absolute truth and accuracy in his advertisements, is a rarity—it is now generally recognized that profit does not lie in the initial sale, and that repeat orders alone can guarantee success.

So then, it is sincerity in advertising and quality in the product that are going to capture the good-will of the customer, and no advertiser can afford to make or sell an article which the purchaser will not voluntarily recommend.

"Sincerity is the rare quality that not only makes but holds friends," and sincerity in your advertising will surely carry conviction and make the reader part with his hard-earned dollars more readily than any other quality.

Every manufacturer and merchant should cultivate personal recommendation of his goods. It is the most profitable form of advertising known.

* * *

A FORECAST

Why don't our most able lawyers and doctors advertise? The time has surely gone by when any stigma would attach to the lawyer or doctor who did such an "unprofessional" thing as to make an announcement in the public press. We don't mean the stereotyped inch ads some are using, such as "Smith and Jones—Barristers—King West," or "Doctor Robinson—consulting hours 2-4 and 7-8." Rather we would like to see an announcement with human interest telling just what experience and facilities the lawyers have for conducting your case, or what special knowledge the doctor has gained for curing your particular ailment.

It would certainly be a novelty for the lawyer and the doctor to come out in the open and tell what they could do, but such ads would provoke criticism, and criticism is the finest known stimulant for business.

Good, clean advertising has made good, because of the human interest it arouses, and surely professions which exist to protect a

IN MAKING YOUR ESTIMATES FOR YOUR FALL CAMPAIGN BE SURE TO INCLUDE

The Daily and Sunday World

with their combined circulation of over 90,000. With The Daily World you get a good Toronto and a splendid suburban circulation. With The Sunday World you get a total circulation of

53,000

over 42,000 of which is in the City of Toronto. For reaching the better class of Toronto and suburban homes this combination of Daily and Sunday World is by all means the most effective. One trial advertisement will prove this, for both papers are good pullers. For information regarding rates and sample copies, address

The World Newspaper Co.
Limited - Toronto

H. B. Somerville, Manager Advertising Department

man's pocket and to restore his health lend themselves with the utmost readiness to good straightforward advertising.

The time is coming when all honorable professions will use regular advertising space, filling it with dignified human interest copy. It only needs one far-seeing man to make the initial plunge.

* * *

THE ADVERTISER'S LIABILITY

It does not seem to be generally recognized by Canadian advertisers that an offer contained in an advertisement, and accepted *in toto* by the buyer, would, in nearly every case in the Dominion, constitute a valid contract.

I am not aware that such a case has ever arisen in the Canadian Courts, but the "Advertising World," in a recent issue, reminds us of the famous Carbolic Smoke Ball case, in which the acceptance of the advertiser's offer created legal liability, and the purchaser successfully claimed his forfeit for non-fulfilment of the contract.

The advertisement in question contained an offer of a sum of money to any person who should contract a specified disease, after having used a Carbolic Smoke Ball, for a certain length of time.

The purchaser, who proved that he had used the ball for the required time, according to directions, contracted the disease, and obtained judgment from the company for the full amount offered.

This was some years ago, in England, and I remember distinctly the stir it made at the time.

It had at least the salutary effect of making advertisers less reckless in their claims and statements, and possibly paved the way to the cleaner advertising to which we are becoming accustomed in our modern newspapers.

As the journal quoted points out, 'the advertising agent or consultant would do well to remember that in accepting instructions from clients, and in executing their orders, he implies that he has the necessary knowledge and practical skill to give the advice, and to perform the services connected with his professional work, and that if he fails in any of these respects, a legal liability may operate in many ways, such as rendering him unable to recover his fees, or sometimes even making him liable to be sued for damages for incompetence.'

* * *

In mechanics, as in life, too much "play" results in lost motion.

¶ Where Quantity Means QUALITY

ADVERTISERS do not "support" magazines for sentimental reasons. Therefore, when you examine the comparative record given below, you have most convincing evidence of the excellent value to the advertiser of

MACLEAN'S MAGAZINE

The following is the showing of the July Issues in paid advertising:

Cosmopolitan	114 pages
Everybody's	113 "
Maclean's	112 "
Review of Reviews	95 "
Munsey's	87 "
System	86 "
McClure's	82 "
Harper's	81 "
Scribner's	70 "
World's Work	68 "

Maclean's is among the leaders of the big publications, both in quality and quantity of advertising. Leading firms, in practically every line, use Maclean's Magazine. They do so for one reason—because it pays them excellent dividends on their investments.

A sample copy and rates will be gladly sent to any address.

Maclean Publishing Co., Limited

MONTREAL - TORONTO - WINNIPEG

INITIATIVE

How many men there are in business to-day who fail to get out of the rut of mediocrity because they lack initiative!

Hugh Chalmers says there are just three kinds of men in the world—the man who does something when you tell him once, the man who does something when you tell him four or five times, and the man you don't have to tell at all.

Many an honest, brilliant and energetic business man has failed to reach the measure of success he would otherwise have achieved because he lacked initiative—he was unable to grasp and recognize the opportunity for big things when it presented itself.

The ability to initiate is largely temperamental in a man—but it can also be developed.

There is a certain satisfaction in thinking and acting for one's self when occasion demands, which largely counterbalances any error in judgment one may have made.

To be successful a man *must have initiative*—he must be a creator of ideas if his success is to be thorough and permanent.

New business cannot be created unless a solicitor knows what to suggest to the advertiser, and successful copy can only be written when the copy-writer has mastered the details of the business, and is able to touch a responsive chord in the minds of the purchasing public with his desire-creating copy.

The scientist, medico or scholar with but little natural ability can be developed by a long course of close application, high-grade tuition and unbroken study, but there are no set rules wherewith to climb to the top of the advertising tree. You may call it genius or intuition that makes the successful advertising man, but one thing is sure that initiative and creative power are absolutely essential.

* * *

THE FIRST PERSONAL PRONOUN

Under what circumstances is it permissible or expedient for a man to use the pronoun "I" in his advertisements and his correspondence?

This is a much-debated question, which will certainly stand discussion.

As regards ads, we frequently come across a man who is sole proprietor of a business who talks "we" throughout his copy, and signs it with his own name.

THE EDMONTON JOURNAL

The Journal carries more local, classified and foreign advertising than any other paper in Edmonton and at a higher rate.

MORNING
EVENING
WEEKLY

The Journal is read thoroughly because it is complete in daily news and special features. :: ::

The Journal publishes each month a detailed, sworn statement of a circulation greater than that claimed by any other Edmonton paper and endorsed by the Association of American Advertisers of New York.

M. R. JENNINGS - Editor and Managing Director
J. MacLAREN - - - Advertising Manager
EDGAR J. GUY, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

Thousands of Merchants Worth Selling
in Middle and Western Canada

May Never Have Heard of You

Hundreds of them are new-comers and not familiar with any Canadian lines. These men are our subscribers. Some are long distances from their markets and salesmen reach them only at long intervals.

THE COMMERCIAL
The Western Canada Dry Goods Boots & Shoes. Grocery & General Store Bulletin

Winnipeg - Vancouver
CANADA'S GREATEST TRADE WEEKLY

Is read by more retail merchants in Manitoba, Saskatchewan, Alberta and British Columbia than all other trade papers combined.
Good advertising in THE COMMERCIAL should prove the very best selling assistant to your own aggressive salesmen.
Each needs the other for successful sales.
Are you going to get your share of this year's $200,000,000 crop ?

TORONTO—220 King St. West. **MONTREAL—B 34 Board of Trade Building.**

In nearly every case is this advisable? A man's personality is a business asset whose value cannot be overestimated.

Even at the risk of appearing egotistic, the use of the first person will put force into his appeal to the public which would be entirely lost otherwise.

"I," John Smith, am having a straight, heart-to-heart talk with you, Mr. Possible Purchaser. "I" have something "I" know you want, at a price that will suit your purse. Cannot "we" get together and close a deal for "our" mutual advantage.

Isn't that human? Isn't it convincing?

To endow an ad with personality is to have achieved much, and it is just that essence of personal expression that makes the ads of Elbert Hubbard, and others like him, so forcible and profitable.

But there is another point to be considered. When you talk "we" in your ads, you talk the firm, and to a certain degree the responsibility for your statements and claims is divided.

Hence the necessity of extra caution in making your appeal under the first personal pronoun. You are personally responsible for every statement you make—you cannot divide the responsibility.

As regards correspondence, I am of the opinion that the same rules do not altogether hold good.

The letters of a firm are from the pens of a variety of servants, each handling his own department, but every man responsible to the head.

And it seems to me that, as a general rule, the "we" can be employed to best advantage, keeping the "I" for correspondence addressed to one known personally to the writer.

I have purposely only scratched the surface of this important subject. Our subscribers are invited to voice their own opinions in these columns.

* * *

ADVERTISING WASTE.

A circus man recently ordered a large advertising poster of his show to be printed, and objected because there was so much sky in it.

"I ain't agoing to advertise the sky," he said to the lithographer. "I paid you to advertise my show. Draw a few camels and stick them up in the heavenly blue. I ain't a-goin to have all that good space run to waste."—*Chicago Record-Herald.*

Only a few men can fly high—and they first learned how to come down easily.

A Profitable Medium

In the majority of the homes of Canadian Church-goers the

WESTMINSTER

is easily the favorite monthly magazine.

Its editorial matter is original, timely and above suspicion; its religious articles are inspiring and well-written, and there is a mass of other reading that has peculiar interest for every member of the family.

Do you realize what it means to capture the goodwill of this influential and monied class?

The "WESTMINSTER" will carry your message to these people effectively and economically.

No doubtful or medical advertising is accepted.

—Write for Rates and Sample Copy—

THE WESTMINSTER CO. LTD., TORONTO

A Special Proposition!

If you would talk to a large number of well-to-do and influential people, you must use the columns of their favorite Church Newspaper—the

PRESBYTERIAN

It is the official organ of the Presbyterian Church of Canada, and holds a vital interest for its readers unequalled by any other paper. ¶ As an advertising medium, the "PRESBYTERIAN" stands in a class by itself, and space purchased in its advertising columns will not fail to prove a very profitable investment.

Ask our representative to call, or write for copy and rate card.

THE WESTMINSTER CO., Limited

Confederation Life Building, Toronto

A Winning Combination!

¶ Tell your story in over NINETY-THREE THOUSAND prosperous homes by using the columns of the

DAILY STAR
AND
WEEKLY STAR

¶ The average Daily Sworn Circulation for July was **74,207,** and the Weekly Star averaged **19,500** for the same period.

¶ In proportion to the quantity and quality of its circulation, space in the Star is cheaper than in any other Canadian paper.

¶ Can you afford to overlook this profitable and economical medium?

Ask your Agency for details, or write us for further particulars and Sworn Circulation Statement.

The Star Printing and Publishing Company Limited - - - Toronto

UNITED STATES REPRESENTATIVES

C. H. EDDY
1 Madison Ave., New York

EDDY & VIRTUE
150 Michigan Ave., Chicago, Ill.

A BUMPER CROP

is assured for Alberta this year. Wheat is the backbone of the country. Alberta wheat is the finest in the world. The growers of this wheat—Alberta farmers—are the richest in the world. They buy most largely the well-advertised goods. THE DAILY HERALD is the paper of the Alberta farmer. It covers the field, it goes to the homes. It has a total net paid-up circulation of 12,448 copies per day. Are your goods represented in its advertising columns? They should be. All authorized advertising agencies will quote you rates, or write us direct and learn first hand of the great possibilities of this fastest growing country in the world.

The Herald Publishing Company Limited

DAILY Calgary, Alberta WEEKLY

EDGAR J. GUY, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

LIKE GOOD WINE THE

Kingston Standard

NOW IN ITS 101st YEAR

IMPROVES WITH AGE.

The Leading Independent-Conservative Newspaper between Toronto and Montreal.

Sworn Circulation, 3,048 Daily 2,003 Semi-Weekly

TO SEE THE STANDARD IS TO BELIEVE IN IT.

THE BOSTON CONVENTION

Leading Advertising Men of the World meet to solve vital problems of publicity. A Record-breaking Convention of 3,000 *Ad Men.*

Never before has such an array of intelligent and practical men been seen as the army of advertising men who foregathered in Boston during the first week of this month.

And to President Dobbs, of the Associated Ad Clubs of America, more than to any one else, must be given the credit of making the organization, of which he is president, take itself seriously.

The subjects for the general sessions had been so elaborated for the speakers that every point of view represented in the convention was considered—in fact, every phase of advertising was adequately and fully discussed.

In addition, a large number of departmental sessions were held under the conditions of the open parliament, in which the principal speaker outlined the topic briefly, and general discussion, by means of questions and answers, was invited.

But not from the chosen speakers alone was the entire benefit of the convention derived. From the body of advertising men who had journeyed from every quarter of the American continent, and from Europe, too, the advantages of open discussion and exchange of views were fully realized with the most beneficial effects.

The Pilgrim Publicity Association of Boston acted as hosts for the visitors, and it is safe to say that a more open-hearted and splendid reception has never been accorded to any convention in any city.

George W. Coleman, the genial president of the Pilgrims, and H. B. Humphrey and P. O'Keefe, must indeed be proud men. Their work has most ably supplemented that of President Dobbs, and each has fully contributed his share to the great forward movement which has commanded international attention.

A very interesting contingent was that of twenty-one visitors from the Old Country, who had come to absorb American advertising ideas, and perchance to tell of methods that had made for success on the other side.

The West, the hustling, booming West, was the first to report for business, and a large majority of delegates had arrived when the opening session was held at Faneuil Hall, at 10.30 a.m. on August 1st.

The Toronto contingent made a spectacular entrance to the opening conference, the party wearing Highland kilts and marching in headed by a piper.

No time was lost in booming Toronto as the convention city for 1913. Next year the convention will probably be held in the West, but the following year it will be the turn for some eastern city, and Toronto has exceptionally good claims to the honor.

What's the Good of a Magazine Subscriber to You?

It is his purchasing power. The subscriber who reads the advertisements, who answers them, who buys through them and is convinced by them, is the subscriber worth while.

That's where CANADA MONTHLY delivers the goods

In Western Canada the wheat crop alone will amount to more than $200,000,000.00 this fall.

Do you know that about 75% of CANADA MONTHLY'S circulation is west of Port Arthur? And that its circulation is the QUALITY CIRCULATION you are looking for?

In making up your list of advertising mediums you cannot afford to overlook CANADA MONTHLY.

J. B. MONTGOMERY, Advertising Director

WINNIPEG TORONTO LONDON CHICAGO NEW YORK

The Twentieth Century Belongs to Canada

AND WESTERN ONTARIO BELONGS TO

The London Free Press

Circulation for June was 28,638, sworn and guaranteed by Advertisers' Association.

WITH its three editions Daily — Morning, Noon and Evening—it reaches all classes of people in Western Ontario, the most prosperous, thickly populated and richest corner of the Dominion. It is not possible to reach that section without the aid of this paper. The London Free Press is one of the best edited and newsiest papers, being read by most intelligent people.

Any authorized Advertising Agency will give you rates.

The London Free Press Printing Company Limited,

LONDON, CANADA

EDGAR J. GUY, Special Representative, Canada Life Bldg., TORONTO

CANADIAN NATIONAL EXHIBITION

A Word to Advertisers and Publishers.

Toronto is fortunate in being, at the same time, the mother and the home of our National Exhibition—the annual show of manufactures, products and industries that has no equal in the world.

Other exhibitions may be larger, may have greater international scope, but the Canadian Exhibition stands alone in being an *annual* fair that fully represents our wide Dominion in the plenitude of its power.

From the advertising standpoint, the value of the Exhibition not only to Toronto and Ontario, but to the whole Dominion, is incalculable. It is a huge publicity campaign of proven worth.

But we are at variance with our city fathers when they refuse to vote a substantial sum to a further intensive campaign, advising the beauties, the facilities, and the advantages of Toronto.

Such money would be more than well spent—it would reap a harvest of manufactures, industries, residents and tourists that would make the outlay pale into insignificance.

Such a policy is going to prevail. And we believe that the associated efforts of the Toronto Ad Clubs and the Board of Trade will do much to induce the authorities to enter into a wider field of publicity.

But to return to our muttons! There is one phase of the National Exhibition that particularly affects readers of ECONOMIC ADVERTISING, which we think has been overlooked.

Newspaper men and National advertisers from all over the country will be in Toronto at the time. Can they not improve the shining hour? Can they not get together—discuss rates, adjust differences, and place the splendid profession of advertising on a cleaner and firmer basis than ever?

Dr. J. O. Orr, Exhibition Manager.

It is quite certain that publishers will gain no greater benefit from advertising men than advertising men can gain from the publishers.

Let them make the Canadian Exhibition their annual rendezvous.

The results to both parties cannot be overestimated.

Hamilton Newspaper Union List

Comprising 75 FIRST-CLASS Weekly Papers

Sworn Circulation for 1910 - 2,708,388
Weekly Average - 52,084

This List is Used by Many of the Largest Advertisers in the United States and Canada. Enough said.

For Rates, etc., Address

Hamilton Newspaper Union - Hamilton, Can.

THE
General Advertiser Should Not Overlook

WINDSOR

No City in Ontario is Growing Faster

A new population—mostly from the other side, unacquainted with Canadian Manufactures.

Get Next Them Through

THE EVENING RECORD
AND
THE WEEKLY RECORD

Circulation 8,500

Get In On The Ground Floor!

The coming greatness of Nelson is an assured fact. Are your products known and appreciated in this thriving centre ?

THE NELSON DAILY NEWS

will carry your message profitably and economically. It is Nelson's Home Paper, widely read throughout the district. Ask us for sample copy and rate card.

The Nelson Daily News
NELSON, B.C.

THE PEN AND INK SKETCH IN NEWSPAPER ADVERTISING

By E. W. Mitchell, Advertising Manager, Colorado Telephone Co.

To some competent advertising writers and managers, no doubt, any mixture of art with advertising in the commonly accepted use of the word, art is superfluous, and while it may be admitted by them that the help of the artist is not harmful to their copy, yet they profess no benefit is derived from illustrations, artistic lettering, etc.

To me it seems that those who hold this view are fully answered by the growth of pictorial and illustrative art within the art of advertising itself. The great advertising agencies and those who advertise extensively independently of agencies have recognized the artist in their space and he has been given equal rights with the advertising artist who writes the copy. I take the view that in an illustrated or decorative advertisement two arts within an art are displayed, the copy-writers' art and the illustrators' art. They must work in unison. Illustrations or decoration not appropriate to the reading matter are so much dead expense. To do effective work, copy and picture must work to the same end, be it selling diamonds or bricks. Your pictorial diamond or brick must whet the desire to own the diamond or the brick which your reading matter has created.

Art has only in recent years stepped into the advertising world. By art I do not mean comic valentine monstrosities, for such glaring attempts to catch the eye have existed for many years. What I mean is the attempt to depict the article for sale in a rational and pleasing manner, true to life and with regard

Clever adoption of royal initials.

to proportion, blending of colors, light and shade and composition.

In recent years, well, within the memory of all present, I think, the sound business sense of the advertiser has taught him that art in advertising pays and we have all seen the change from scrawls, from woodcuts and poorly drawn etchings into the clear, well-modelled pen and ink drawings, the photographic halftones and the beautiful color plate work of to-day. In working with the advertiser the artist must be in close touch with the copy-writer. Emphasis must be laid on certain

Making Each Dollar Go Further!

OUR past and present success in handling the appropriations of some of the largest National Advertisers is proof positive of

Sound Business Knowledge
Ability to Plan
Executive Skill *and*
Thoroughness in Detail

Personal and Individual Attention is the Keynote of

Woods-Norris Service

May we outline a plan whereby your advertising can be made more profitable?

You will be placed under no obligation to use our service.

WRITE OR 'PHONE US REQUESTING OUR REPRESENTATIVE TO CALL.

WOODS-NORRIS LIMITED

Advertising Agency
MAIL BUILDING, TORONTO

portions of the advertised article and your artist must clearly understand these points. His picture must be so placed as not to hurt the effect of the printed matter and the printed matter must be so placed that the picture will obtain its prominence to the reader. These points being settled you must next select your medium. Shall you present your picture to the reader in water color, oils, pen and ink, halftone, crayon or chalk plate?

Your medium will be decided by the paper your advertisement will appear in and the facilities to print with. Most of us are especially interested in newspaper work. In that case I recommend first the pen and ink drawing, the halftone, or the chalk plate, and I consider the best of these the pen and ink sketch, for it generally prints better than any of the others in a newspaper, and the snappy black and white present your article in a forceful manner to the eye. Next I place the halftone. I put this medium in second place because from my observation in placing a halftone picture in an ad you are taking chances on getting a clear print. Could we guarantee a good halftone print I would place it in the front rank rather than the pen and ink sketch, because your reader is more likely to be interested in a photographic reproduction of the diamond or brick you have for sale than for a sketch which may be colored by the imagination of the artist. The reader sees the photographic halftone and immediately says to himself: Jones must have such a diamond or such a brick, for there is a photograph of it. But as clearness and legibility is absolutely essential to your reading matter, so are they essential to your illustration, and you do in many cases take chances on the clearness of a halftone.

For effective color work the periodicals will all give you examples of

COLGATE'S
SHAVING LATHER
Stick—Powder—Cream
Your choice of three methods with the certainty of one result – a perfect lather.
Colgate's Shaving Lather—whichever way you make it—is softening, soothing, sanitary. It is best in its lasting abundance. Best in its antiseptic qualities and in freedom from uncombined alkali. And best in its skin-refreshing effect that leaves your face so delightfully cool and comfortable. Do not ill-treat your face and handicap your razor by using an inferior lather
THREE METHODS—ONE RESULT
Colgate's Shaving Stick. In the original nickeled box.
Colgate's Rapid-Shave Powder. The Powder that shortens the shave.
Colgate's Shaving Cream. The perfected cream.
COLGATE & CO.
Dept. C, Cortlandt Bldg., Montreal.
Established Over a Century
W. G. M. SHEPHERD, MONTREAL, Sole Agent for Canada
3 KINDS OF BEST

Hammering home a new idea.

the best of artistic advertising. True, their facilities in a mechanical way are so adapted to the finest color reproduction that they deserve no especial credit for the work they show. This holds true not only of color work, but of every sort of pictorial art. The paper is of a finer

THE EXPOSITOR

Brantford's Big Daily

Circulation Exceeds 6,200

PUBLISHED in the third largest manufacturing city of the Dominion, **is Brantford's Big Daily,** reaching over **87½ per cent. of its homes,** and the majority of those in the adjoining townships. ¶ The Expositor has a leased telegraph wire of its own, publishes a minimum of ten pages and is quite one of the "Large City Dailies."

BRANTFORD
POPULATION 25,000

THE EXPOSITOR
CIRCULATION 6,200

Lithographed in Three Colors by

The HOUGH LITHOGRAPHING COMPANY, Limited

High-Grade Color Work our Specialty

96-104 SPADINA AVE., TORONTO

Alexander Macpherson
President

texture and minute lines can be more clearly reproduced. In getting up pictorial work for most periodicals, go just as far as you like in any medium; get the best artist you can afford; tell him to make lines as fine as he likes, blend colors as soft as he likes; they will all reproduce to a nicety.

In making pictorial cuts I have observed that it is customary to make the artist's picture just twice the size of the reproduction. For a one-column cut, for instance, your artist will make a sketch two columns wide. When you are making a drawing for a newspaper cut do not get too many fine lines in it, and do not get your lines too close, for a good many of your fine lines will not reproduce and those run too close together will run together in the reproduction. Be careful of your light and shade. Make the contrast sufficiently strong to attract attention. Before leaving this subject we should consider decorative lettering and borders. These are branches of pictorial advertising that are not getting all that is coming to them, in my opinion. Many good pieces of advertising copy will be strengthened and beautified by a decorative initial letter or decorative lettering throughout an emphasized sentence or phrase. Appropriate decorative borders are also effective in many advertisements.

Do not use poorly executed drawings. Do not use distorted caricatures, simply to attract attention. You may attract the attention, but you are certain to also offend your readers' sense of beauty and refinement. In so doing your copy has lost much of its pulling power. Do not make the mistake of thinking your average reader does not appreciate a really well executed picture or design, for he does. In many of the famous art galleries those who stand the longest before the master-

Sound advertising.

pieces are shivering in their shabby clothes. Real grace and beauty create a lasting impression upon us all.—*Agricultural Advertising.*

Duty well done is noble; if properly advertised, it is fame.

* * *

It is well to be ambitious, but keep your ambitions free from selfish motives.

The Western Part of Canada is the

GREATEST AGRICULTURAL FIELD IN THE WORLD

Thousands are wrestling wealth from the soil, while all enjoy the comforts and many of the luxuries of life. The people are down-to-date in their methods, and everything that goes to make life pleasant and trade profitable finds a ready sale among them.

Tell them what you have For Sale

The first step in EVERY SALE is the TURNING OF THE ATTENTION OF THE PROSPECTIVE CUSTOMER TO THE COMMODITY TO BE SOLD, and this turning of attention is **ADVERTISING,**—no matter how it is done.

HOW to Advertise **effectively and economically?** Do not waste your time and money trying to solve problems that other men have solved long ago: to find and put in practice the one right way of getting maximum results at the minimum cost, advertise in

The Winnipeg Free Press

It occupies what is conceded to be FIRST position in the newspaper field of the Canadian West. It is the GREATEST sales creating force of Western Canada.

Circulation increases regularly. Sworn net average: January, 50,707; February, 51,322; March, 51,716; April, 52,214; May, 52,635; June, 53,185.

Other facts and further information are yours for the asking. Any of the Advertising Agencies of Canada will be glad to submit for your consideration a plan of publicity to cover Western Canada.

EDGAR J. GUY, Eastern Representative
61 Canada Life Building, King Street West - - Toronto, Ontario

THE TRADE PAPER'S USEFULNESS

By Horace T. Hunter, Manager "Hardware and Metal"

The first point every advertiser should get firmly fixed in his mind is the class or classes of people he wants to reach, and then he should examine thoroughly the merits of the publications which claim to reach these various classes. Of course, he will have decided on some definite appropriation for the year, but instead of dividing this up among all the papers in his line which seem to have merit, he should arrange for a good, strong campaign in the best paper and then take on additional publications until the appropriation is exhausted, with the exception of a small balance for special advertising during the year, as circumstances may arise which would make anything short of a double page spread insufficient.

Too many advertisers make a grave error in not adopting a definite policy with regard to their advertising. The result is they waste a great deal of time during the year and are frequently inveigled into some scheme by some smooth solicitor which is almost valueless to them.

There is a distinct advantage in allotting the bulk of the appropriation at a certain set time during the year, for only in this way can a thorough comparison be made between the publications seeking your business.

Advertisers who are accustomed to place business whenever some clever canvasser puts up a "good talk," frequently find their appropriation exhausted and the best publication has been overlooked.

It will also be found that one fair-sized advertisement in the two or three best publications will be worth more than a "card" in the whole dozen or twenty papers which would comprise the complete list devoted to the field in question.

The next question for the advertiser to decide is what paper or class of papers he will use. It is

"The most tempting breakfast is spoiled if the Coffee be of poor quality. But—every meal is a Banquet when you use
Seal Brand Coffee
Packed in 1 and 2 pound cans only
CHASE & SANBORN MONTREAL

Easily read—good use of small space.

remarkable how few advertisers confine themselves to papers which have really a legitimate claim on their patronage; and yet these same men have no difficulty in instructing their travelling salesmen as to firms they are to call on for business, but they seem to forget that advertising is only salesmanship on paper, and that it is just as essential that their advertising should reach the right people as that their salesmen should concentrate their energies on men who are really possible customers Manufacturers are sometimes induced to use space in new publications, either for personal reasons or because they do not wish to

THE VERY FACT THAT The Gazette

IS

—the oldest newspaper in Canada—
—the only English morning daily in Montreal—
—the greatest Canadian paper in the individual purchasing power of its subscribers—
—read every morning by the better class of people—

SHOULD TELL WHY it gets the best results in **Montreal** for its advertisers.

THE FARMER FEEDS US ALL

It pays, therefore, to keep on the right side of him—both for supply and demand. You cannot do this better than by using the advertising columns of

THE FARMER'S ADVOCATE *and* HOME MAGAZINE

The long-tried and trusty guide and advocate of the best farmers of the Dominion of Canada, founded 1866, and published every Thursday. Send to-day for sample copy and advertising rates. Address:

THE WILLIAM WELD COMPANY, LIMITED
LONDON - CANADA

secure ill-will of publisher. Any publication, however, which has not sufficient circulation or standing to make it worthy of support as advertising medium has not sufficient influence to prejudice the manufacturer's interests.

Money spent for any other reason than that paper reaches men who are possible customers of yours should be charged to "personal" or "charity" account, and not to advertising. In practically every line of business there are one or more trade or technical publications which have picked out and segregated the men whose business interests are similar and who are, therefore, in the market for the same kind of goods. These men, possibly only a few thousand, are selected from the millions who are devoted to other pursuits. They come together of their own volition every week or every month to secure information regarding new methods, new tools, or subjects on which they must have the latest authoritative report in order to compete successfully for business. And while they are deliberating on the goods they will buy, the manufacturer has an opportunity in the advertising pages of placing his proposition before them. The very men, then, your travelling salesmen call on and frequently find difficulty in interviewing voluntarily seek out a paper in which you have an opportunity to outline the proposition you have to offer, and thus pave the way for an order, either through your salesmen or by correspondence.

But while there are manufacturers

Guarantee.
THIS IS TO CERTIFY
J. WISS & SONS CO.
The Greatest Guarantee
Ever Applied to Scissors and Shears
YOU CAN MAKE MORE PROFIT
Selling WISS Shears Than Any Other Kind
CATALOG SENT FREE
J. Wiss & Sons Co., Newark, N. J.

A guarantee of immense value to the dealer

When Sir Gilbert Parker said: "This paper, The Canadian Century, is the most creditable and artistic publication which has yet appeared in Canada," he spoke as an expert.

When he added: "It is very well designed and has a character of its own, but, above everything to my mind, it makes an artistic appeal which is more necessary in a young country, whose vigour, energy and progress can be trusted, than any other," he expressed the ideas in mind when The Century was established.

That Canadians agree with him is shown by the fact that the nineteen-months-old Century has a larger circulation and a larger advertising patronage than any other similar publication in the Dominion.

Now, Mr. Advertising Manager, don't you think it is time you asked us some questions? We have been telling you facts about The Century in this space and in personal letters. Have we omitted anything which would convince you of the advisability of reserving space now before the rates jump again?

A. E. Dean

General Manager

Montreal, August 1, 1911

who can reach practically all their possible customers through trade and technical papers, there is a much larger class whose goods are sold through the middleman and who will find it advisable to interest both the dealer and the general public.

The dealer, however, should receive attention first. A sales manager's first consideration is to secure a competent corps of salesmen. These men he keeps supplied with suggestions and ideas which will enable them to secure orders from the dealers and which will show the dealer how he can increase his sales in their line. The sales manager must transmit his ideas and his enthusiasm through his salesmen, and they in turn must educate the dealer in order that he may talk effectively regarding their goods to the general public. As there will only be a dozen or twenty salesmen, the sales manager can keep in close personal touch with them. The salesman, however, will only be able to call on the dealers once every few months, and it will, therefore, be advisable to keep reiterating the selling points and merits of goods through the trade newspapers, and inasmuch as the dealer's interest will be divided among hundreds of articles, a campaign to the general public will arouse interest which the dealer, being well informed regarding the goods, will be able to convert readily into orders.

There would seem to be no more reason, however, why the dealer should be ignored and a campaign carried on direct to the general public, than that the salesman should be passed over and an appeal made first to the dealer. Would it not be ridiculous for a manufacturer to say he would pay no attention to his salesmen, but would familiarize the trade with his goods and convince them they were the best in the market, and then when his salesmen called around they would have to take the orders from the dealers whether they liked it or not? And yet those manufacturers are doing virtually the same thing who neglect the retail dealers, thinking they can force them to handle their goods by creating a demand for them among the consumer.

Match Our New Rates Against Your Summer's Work
Against the labor, inconvenience and expense of ironing alongside a hot stove during the hot weather, compare the ease and economy of using an Electric Iron under our new rates. You do the work with half the exertion and at a cost of one and half cents an hour. You cannot buy coal or gas at that price.
'Phone the Summer Comfort Number Main 3975
The Toronto Electric Light Co., Limited
12 Adelaide St. East

Picture connects up well with copy.

It would be just as sensible to send your travellers out to secure orders before you had any goods to

Sherbrooke Daily Record

Its Position Among Canadian Daily Newspapers

Facts Gleaned from the Canadian Newspaper Directory, 1911

1. The Record heads the lists in point of circulation among all Canadian newspapers published in cities of 45,000 population or less.
2. The Record's circulation exceeds that of 14 out of the 38 English daily newspapers published in cities exceeding 45,000 population.
3. The Record is one of the 64 Canadian daily papers which issue sworn statements of circulation.

GUARANTEED CIRCULATION, FULLY PAID, EXCEEDING

9,500 DAILY

SHERBROOKE RECORD COMPANY
SHERBROOKE, QUEBEC

The News

(TORONTO)

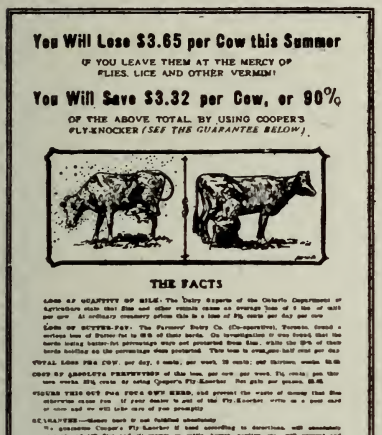
is an advertising medium that gets results from its readers by its INFLUENCE—an influence, Mr. Advertiser, that will bring business to YOU. Proof of big results gained can be seen at this office under signature of ***satisfied*** advertisers in representative lines. Write or call for rate card.

DO IT TO-DAY.

News Publishing Co., Limited

Bay Street, Toronto

sell as to send the general public to dealers for goods which they do not carry in stock and with which they are either unacquainted, or at any

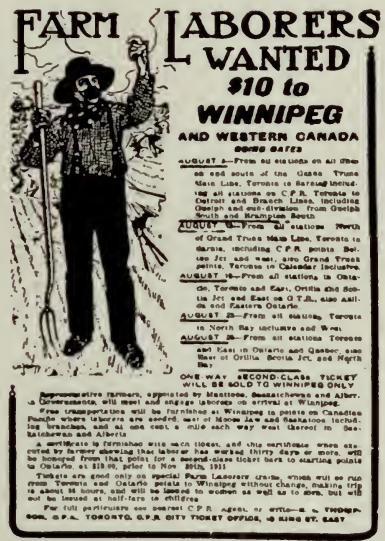

You Will Lose $3.65 per Cow this Summer
IF YOU LEAVE THEM AT THE MERCY OF FLIES, LICE AND OTHER VERMIN!
You Will Save $3.32 per Cow, or 90%
OF THE ABOVE TOTAL, BY USING COOPER'S FLY-KNOCKER (SEE THE GUARANTEE BELOW).
THE FACTS
WILLIAM COOPER & NEPHEWS
KING BUILDING
TORONTO

Money-saving proposition well told.

rate unconvinced that they have real merit.

The dealer is not a sort of huge slot machine whose capabilities are limited to handing out those articles which are asked for by his customers. He is an intelligent merchant with just as much capital invested in many instances as the manufacturer. He is just as much a specialist in his line as the advertising agency, and just as capable of advising his customers what to buy as an advertising agency is in recommending a list of publications to his clients. His greatest asset is his reputation in his community for handling the best and most up-to-date goods at the right prices. Can he afford, then, to risk the loss of a customer by recommending some inferior line because there would be a larger profit on this one transaction? Truly this would be killing the goose which laid the golden egg.

Convince the dealer that you have the best goods on the market at the price you are asking, and he in turn will honestly and conscientiously advise his customers that after examining other lines he chose this one on which to stake his reputation, and his customers will believe him,


FARM LABORERS WANTED
$10 to WINNIPEG
AND WESTERN CANADA
SOME DATES
ONE WAY SECOND-CLASS TICKET WILL BE SOLD TO WINNIPEG ONLY

An attractive announcement.

for does he not risk the loss of their trade if his judgment should be at fault?

It is your friend who criticizes you—your enemy who flatters you.

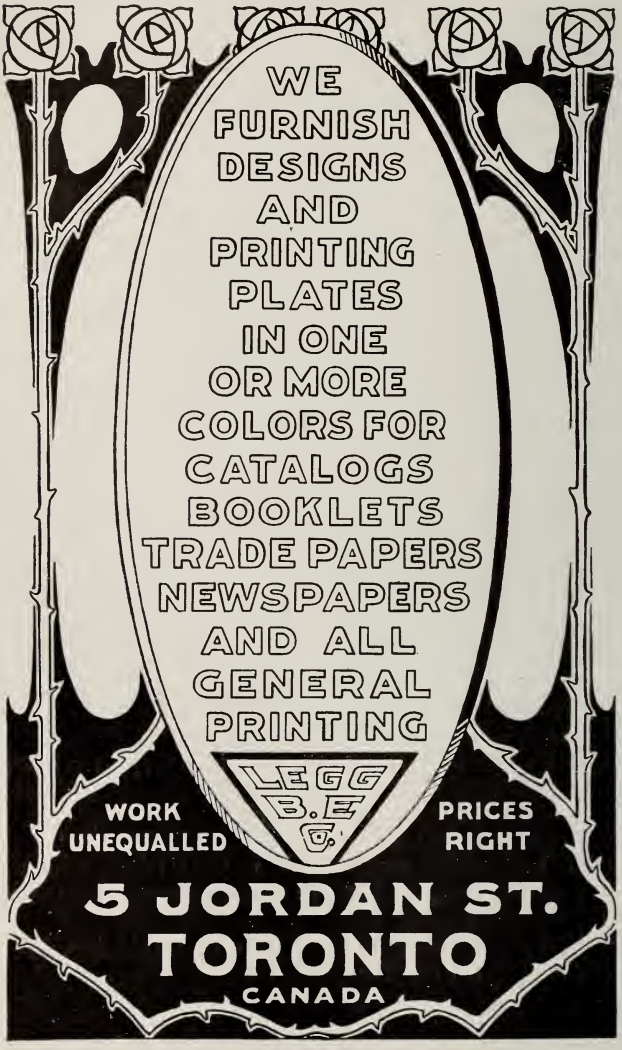
* * *

Don't be afraid to think before you act.

LEGG BROS.

ENGRAVING CO.

PHOTOGRAPHERS · DESIGNERS & ENGRAVERS



WHY ADVERTISED GOODS PAY THE DEALER

By C. A. Eddy, Ad. Manager, Detroit Stove Works, Detroit, Mich.

One of the questions which many manufacturers of unadvertised lines of goods instruct their salesmen to ask retail dealers is, "Why do you handle advertised goods when they sell for higher prices than unadvertised goods? The cost of the advertising must be added to the cost of the goods, hence they must sell for higher prices."

Many dealers without giving the subject the attention it deserves, take for granted the salesman's statement that advertising means higher-priced goods.

That the above is a fallacy has been proven times without number. Every good business man knows the profits in business today come from the volume. To get this increased volume the manufacturer's goods must be widely known. Advertising makes goods known. This causes a demand and gives volume, which means decreased manufacturing costs.

The great advantage to the dealer in selling advertised goods is that sales are made more easily, his store enjoys greater prestige, and as advertised goods are high-class they attract high-class trade. Selling advertised goods means selling goods on which you take no chances of dissatisfied customers.

Manufacturers cannot afford to spend money advertising goods of uncertain quality. These goods may sell once, but generally that is all and the money spent on the advertising campaign would then be practically wasted. No far-seeing manufacturer is going to take such chances as this. He knows in order to build up his business he must make goods of quality. He knows if his advertising is going to make good, he must make good on the goods he advertises.

So the merchant selling advertised goods makes more money than by selling unadvertised lines because he is assured a bigger and better business and better goods for the same money or the same quality for less money than if there were no such thing as advertising. The increased volume of business as a result of advertising eliminates the cost of advertising altogether, and while the consumer pays no more for his purchase the dealer makes more money.

They find that by linking their local advertising with the national advertising, which the manufacturer does, it gives their store an added reputation. This reputation could undoubtedly not be secured unless aided by selling advertised goods and the national advertising of the manufacturer. The best and highest class goods are those that are advertised, and every dealer who desires to increase his profits and build his business will make no mistake by handling advertised lines.—*Printers' Ink.*

FARMERS are not an alien race with different habits and characteristics.

"Farmers are simply Americans who live in the country. They like the same sort of things as the Americans who live in the city.

"They have two strong characteristics in common with the city dwellers. They have money to spend, and they buy what they like.

"There is no specific reason why a man who keeps a store or works in an office should more readily buy an automobile or a piano player than a man who keeps a farm for a living."

The above is from a Farm Journal ad in a recent number of "Printers' Ink." Its argument is sound. The Farmer IS a good buyer, **BUT SO IS HIS TOWN NEIGHBOR** and you can reach them BOTH through our ONE list of local weekly newspapers.

Ask for further particulars.

The Wilson Publishing Co.
of Toronto, Limited
73 West Adelaide Street

TIMES

READERS ARE THE BUYERS.

Circulates in the homes of the people; therefore, the

BEST PAPER FOR A LIVE ADVERTISER TO USE FOR RESULTS.

Special Canadian Press Wire taps the world's news.

Railway, Ticket and all kinds of Job Printing. We should like to do your work.

TIMES HAMILTON, ONTARIO

REAL ESTATE ADVERTISING THAT "TOUCHES SILVER"

By Karl F. Schmidt, Advertising Manager of Robins, Limited

The main activity of a large real estate concern is that of selling desirable suburban home properties to home builders and investors. Since the success of the printed appeal to investors depends largely upon the demand for each property by homeseekers, the matter of interesting homeseekers absorbs much of the advertising writer's attention. In producing home-site-selling copy the real estate publicity man has an advantage over some of his adcraft brethren, inasmuch as his appeal is launched with the current of "human inclination." Back in the heart of nearly every city dweller, be he millionaire or mechanic, there is the inborn desire to possess, sooner or later, "a home and a piece of land." In the factory and in the office you will find someone assuaging the sternness of daily routine by the thought that his savings will ultimately establish him on a plot of suburban land, where he will live healthy, happy and independent. The "piece of land" is his temporal Nirvana. The ear of each land-hungry citizen is delicately attuned to catch every message relating to the attaining of this long-cherished ambition; wherefore, the copy-writer bends his effort to deliver the message that the public want to hear. The chief ingredients of the productive message are "Human Appeal," "News Value" and "Price Inducements," presented truthfully, tersely, sincerely, attractively, and convincingly.

That message bears "human appeal" when it points the spot

RENT
How Long Will You Stand This Handicap?
The handicap of RENT is removed, and real enjoyment of life replaces this burden, when you have located your home in the beautiful and healthful
LAKESHORE GARDENS
home tract, just north of Stop 26, Lakeshore Road, only about 35 minutes from the city by car. Here is a beautiful outlook on the lake, and schools, churches and stores are near. The prices of home sites here start exceedingly low, at only
$6, $7 AND $8 PER FOOT
Many citizens are buying homesites here. See this property at once. Arrange to visit it with us to-day. All our offices are open all day to-day. Phone or call for information or appointment.
ROBINS, LIMITED
22 ADELAIDE EAST, MAIN 7171
OFFICE AT SUNNYSIDE
PARKDALE 4015

An appeal to the rent-payer.

where fresh air, pure water, a garden, elbow room to live, and all modern conveniences are the vital advantages of the larger home-life. When these advantages are supplemented by lowness of cost, and terms easy enough to place the opportunity within reach of all, the message is most arousing and leads to sales. The complete message "touches silver."

The advertisement must compel attention. To this end, artistic designs suggestive of the property advertised can be judiciously used; but don't forget to put snap in the headline. The headline should be crisp and short—usually not more than nine words long. Write it

A rule set at an angle can be made to suggest height of land.

like a city editor. Flavor it with "human interest," "news value," or a combination of both. The message that grips attention must then create interest, produce a desire to purchase, and finally, convince. Then the "prospect" is in a frame of mind for a mutually satisfactory purchase through the capable salesman of the reliable firm mentioned in the advertisement. Every advertisement is strengthened by the reputation for honesty and squareness of the firm by whom it is published.

Great success in selling suburban properties has resulted from advertisements with captions such as—

"A Home and a Piece of Land."

"Room for Children to Play in Pine Beach."

"What Will You Do When You Are Sixty?"

"Your Rent Money Starts You Towards Home-Ownership."

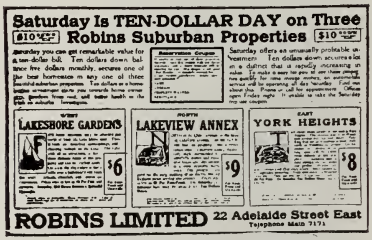
"Who Knocks at Your Door—The Landlord or Opportunity?"

"Put a Ten-Dollar Bill to Work for You."

"A Garden is as Good as More Wages."

"Saturday is Ten-Dollar Day."

The last caption introduces the bargain day advertisement, innovated by Robins, Limited. The appeal to the bargain-loving instinct of the public has been so remarkably successful that it is now used at intervals with splendid results. "Ten dollars down, balance five dollars monthly," is the burden of "Ten-Dollar-Day" copy that offers unusual opportunities to the workingman, and is a big business-builder for the firm behind the advertisement. The publication of "Ten-Dollar-Day" copy in the daily papers is supplemented by a distribution of circulars. By



This bargain-day appeal sold York Heights and part of the two other properties.

this appeal entire properties have been sold.

"News Value" is an important ingredient of result-getting realty copy. The daily press furnishes a wealth of material upon which to base land-selling talks. A collection of newspaper clippings, kept in a scrap book, will often furnish inspiration to the copy-writer when ideas are scarce. The water dis-

content of a city furnishes an opportunity for the deviser of advertising to direct attention to spring water flowing cold and crystal clear on a certain suburban property where homesites are now available. An advertisement under the heading "Does Pure Water Interest Your Family?" is widely read with tangible results. Discussions anent the increased cost of living and high rents, furnish the foundation of home-and-garden copy. "A Garden Reduces the Cost of Living," and "You Can Be Your Own Landlord," are the captions of domestic economy talks that are productive of good results. Discussions in the press of the extension of a street railway line, proposals for the building of "tubes," the annexation of a new district, plans for city beautification, the opening of a new park, the good

"Hot-weather" real estate copy.

roads movement, the discovery of a new suburban spring, the sale of a piece of suburban land for the new site of Government House, the coming to town of a market gardener in a motor car, and innumerable other daily occurrences, are news fabrics around which can be created live, interesting and profitable real estate copy.

When a new suburban residential section is about to be made

Copy with "atmosphere" and "human appeal."

available to the public, the advertising man must carefully inspect the property. Every natural and every man-made advantage of the tract must be noted. The first important task is choosing a name for the new sub-division. A name that catches popular fancy is a mighty sales force in disposing of the property. The ideal name is brief, euphonious, far removed from the stereotyped, easily remembered and fully suggestive of the advantages and beauty of the property. A typical example of the happy selection of a name is found in the case of "Pine Beach," the lake shore home suburb. After the first Pine Beach advertisement had appeared last year, Pine Beach was a daily topic of conversation among homeseekers and investors, and the sales of that property made a record that still stands unbeaten.

Atmosphere must be created in

each advertisement devoted to selling a high-class home suburb. Art work is used to great advantage. Topographical features, trees, water scenes, model homes, are strong pictorial appeal supplementing the copy. Initial letters, more or less ornamental, and plenty of white space, alleviate the monotony of dull type, relieve the eyes, and allow the advertisement to "stick out" prominently. The mechanical ingenuity of the typesetter can be used to advantage in the absence of decorative cuts. For example, a simple rule can be set at a judicious angle to suggest a height of land, in an advertisement calling attention to the fact that "homesites here are healthfully high."

But with all the ornamentation necessary to grip attention and convey atmosphere, the text of the advertisement must be plain, sincere, logical copy. Look a man straight in the eye with a few short, crisp paragraphs, printed in plain type of good size. Use a good descriptive pen when necessary, but beware of hyperbole; avoid any statement that may conjure up the slightest suspicion of doubt.

The danger of too great enthusiasm may be gleaned from a paragraph in the advertising literature of a western city. The "set piece" of the landscape description is the valley of the local river, which is likened unto "An island of pearl, amid seas of opal." Sometimes too many glittering jewels of thought spoil an otherwise good piece of copy. The safest plan is for the real estate copy-writer to understate rather than to magnify.

RECENT ADS—GOOD AND OTHERWISE

By the Captious Critic

It has been very gratifying to the writer that the introduction of this new department has evoked so much criticism.

Good advertising is best fostered and developed by free and open criticism, and several of the ads which were criticized last month have produced a correspondence with their writers which has proved both interesting and instructive.

We have been so long accustomed to associate the Heintzman Company with strong, pointed and easily readable copy, that the ad reproduced from their Winnipeg agents must be frankly placed as far below their average standard.

The hand lettering in this ad must have been a tedious, if not expensive matter, and it defeats its own object by being exceptionally difficult to read. Some styles of lettering have many advantages over type because they are more readable and attractive, but this lettering is a freak. It might have some place in an illuminative address, but certainly nowhere else.

Then again, the heavy word Heintzman, with shading up to the piano, loses much of its strength

by the proximity of the shading.

A series of converging lines might have been better here, but possibly the lettering would have stood out more strongly without any addition.

The border is strong, and certainly deserves a better setting in this full-page space.

This advertisement of the Monarch Knitting Co. is one of a new series prepared by a Canadian Advertising Agency. The illustration is certainly entirely new and original as applied particularly to advertising. It is attractive and well executed after the style of the famous Nell Brinkley. The reading matter is convincing, and should prove creative of sales. Taking the ad as a whole, it is one that a critic, captious or otherwise, would be rather backward about expressing any definite opinion, unless he was well informed of the success to date of the campaign.

At any rate (and I'm not criticizing the ad now, but speaking as a possible purchaser), if Monarch Knitted Goods will fit figures like the ones shown in the illustration, and will retain that shape indefinitely, the article must be good.

Tooke Collars—Made in Canada—by that token it seems that the stalwart soldier grasping the

Tooke
COLLARS
have a third of a century of experience and reliability behind them.
They are Canada's Best
Get acquainted with them.
THEY FIT
SOLD BY LEADING FURNISHING STORES THROUGHOUT CANADA
40

Union Jack must be symbolic of patriotism—and, as applied to the advertisement—patriotism to the Dominion by buying goods made

by Canadian manufacturers. The reading matter, however, does not carry out this idea. Perhaps the captious critic has not grasped the intended import of the ad, but taking it in any other way there seems to be no connection. Soldiers don't wear collars, Tooke or any other brand. The Tooke people are good, consistent, national advertisers, and their copy is generally strong, but surely the adwriter in this particular case was suffering from a delusion when he linked up this copy with this illustration.

Amongst all the splendid automobile advertising for which we

are now accustomed to look, nothing has appeared lately quite so effective as the Pierce Arrow ad on the back page of Collier's of July 29. The original ad here reproduced is a most striking piece of art work in several colors, and loses half its force in the reproduction.

But it is the three lines of excellent talk that particularly appeals. At first it seems strange to claim for your product only a second best, but the neatness and effectiveness of the phrasing at once strikes you.

Every manufacturer naturally considers his own product the best, and the graceful insinuation that even auto makers acknowledge the Pierce Arrow the universal second choice, carries conviction in a manner that no other wording could possibly convey.

In a recent issue of Economic Advertising, an advertisement of Five Roses Flour was pounced upon. The advertising man of this company took exception to the captious critic's adverse views. Naturally he would and he was perturbed enough to send us the whole series (of which the ad in question was just a component part) so that we might see the error of our ways. The captious critic is obliged to this interested gentleman—but he does not wish to apologize nor withdraw his original opinion. The uniformity argument that is being so forcibly put forth in this advertising is undoubtedly a good feature, but, as it is brought out in this one particular ad, it is far-fetched and overdrawn. The rest of the series is much stronger and should create the desired impression and produce sales.

THE BOSTON CONVENTION

Detailed Account of the Four Days' Convention—Ad Men at Work and at Play.

FIRST DAY.

Governor Eugene N. Foss, as the representative of the Commonwealth of Massachusetts, welcomed the delegates on behalf of the state, and said that he meant to make his slogan persistent, pitiless publicity. He held that publicity was the road to success for the public office-seeker.

President Coleman, on behalf of the Pilgrims, also extended a cordial welcome, and gave an interesting account of the success of the Ad Club movement for the betterment of advertising. President Dobbs made a suitable reply.

At the afternoon session John Schermerhorn, of Detroit, in a forceful address on "Newspapers and Their Advertisers," called truth in advertising the only hope of success.

The hand that writes the copy and the contracts rules the newspaper world in this matter of advertising integrity.

He spoke of the newspaper as the palladium of the people's liberties; of publicity as the cure for business ills, and he considered that the time had come for an ethical test of advertising.

If advertising was to become a world-wide force, a code would have to be formulated, and such a code need only spell one word—TRUTH.

Bert M. Moses, of New York, also addressed the afternoon gathering on "The Ethics of Advertising," and said he was hopeful, but not confident, that all-round honesty would even prevail in advertising.

He talked at length on the importance of avoiding the exaggerated statement as well as the untruthful, the latter being not a whit more hurtful than the former.

Broadly speaking, there have always been two things which blocked progress, stifled initiative and hindered progress.

The one was ethics and the other precedent.

A code of ethics that all could espouse, and observe, might consist of one single word—HONESTY.

Advertisers, by the elimination of all exaggeration and falsehood would create and establish confidence in the public mind.

A code of ethics a mile long could be created, but the one word "honesty" covered the subject far better, and was a quality every one could understand.

In the evening a trip was taken down Boston Harbor, many places of interest being pointed out on the way. Supper was served on board, and there was no lack of musical and other entertainment for the visitors. A noisy and merry crowd arrived back at the city at 9 o'clock, on schedule time,

despite a heavy fog encountered on the return trip, each delegation doing its best to boost the claims of their own city for the next convention.

SECOND DAY.

The second day meetings covered an immense amount of ground, no less than fifty speeches being made in different halls. This educational side of the convention's work took up the entire morning, and every meeting was very well attended.

One of the most popular meetings was that in which the daily newspapers were discussed, Louis Wiley, publisher of the New York Times, speaking on "Newspaper Advertising"; William C. Freeman, of New York, on "Clean Advertising," and Thomas E. Dockrell on "Newspapers vs. Magazines."

Mr. Wiley claimed that what machinery has done in the manufacturing world, the daily newspaper has done in the sphere of publicity. He maintained that the high character of the modern daily newspaper has had a good effect on the advertiser. There was a time when any man, who had merchandise for sale, considered, Barnum-like, that it was necessary to use the most extravagant language to attract buyers. Persons of primitive intelligence may have been attracted by this high-flown verbiage, and suffered accordingly, but to-day the readers of a newspaper conducted in the interests of the public, are repelled instead of attracted by such sensational publicity.

Newspapers number all classes in their audience. The large army of the less intelligent workmen read little else but the newspaper; and business and professional men, and the intelligent mechanic and

S. C. Dobbs, Ex.-President of the Associated Ad Clubs of America.

artisan, have little inclination and little time for magazine reading.

The newspaper can tell the advertiser's story with a delay of but a few hours. The magazine asks for at least three weeks.

Wm. C. Freeman, in his address on clean advertising, reviewed the big advance made in the last 20 years.

Although he asserted that newspaper advertising had improved out of all knowledge, he thought there was still much room for improvement. He made five suggestions, and thought that further

improvement would have to be made along these lines.

First. The employment of the highest moral type of representatives. *Second.* The necessity of impressing solicitors with the fact that their chief function is to develop advertising for *all* newspapers—not merely for their own. *Third.* Rigid enquiry into the stability and character of every advertiser. *Fourth.* The standardization of rates. *Fifth.* The abolition of differential rates between city and out-of-town advertisers.

Thomas E. Dockrell followed with a strong plea for further use of the newspapers, as against space in the magazines.

He urged the localization of copy, and claimed that really efficient newspaper copy required more knowledge and more ability in its preparation than any other kind of copy.

Advertising was an attempt to interest not only one class, but all classes of people who can profitably be made to act upon the suggestions of the advertiser.

The afternoon was occupied in a motor trip along the north shore to Beverley, but the absence of President Taft from his country residence prevented his addressing the delegates, and was the cause of some disappointment.

In the evening, in true southern fashion, some 2,000 people revelled in a great watermelon cutting and slicing on Copley Square.

It was the informal treat of the ad men of Atlanta, and the melons had been shipped direct for the novel feast. Incidentally, every opportunity was taken to boom Atlanta's claims for the convention in 1913.

THIRD DAY.

Thursday, with its two general sessions, morning and afternoon, was an exceptionally busy day, proceedings commencing in the

Major Patrick F O'Keefe who extended the hospitality of the "Huts."

Ford Hall at the early hour of 9.30.

F. W. Lovejoy read an able paper by Charles F. Jenkins, of Philadelphia, who was unable to be present, on "Advertising and Rural Standards of Living," in which he eulogized the good work of the late Orange Judd, the father of modern agricultural advertising, in providing an absolute guarantee for his advertisers,—a guarantee printed later by Wilmer Atkinson in the Farm Journal of Philadelphia, who offered absolutely to make good any loss sustained by

dealing with advertisers who turned out to be dishonest.

The writer claimed that newspapers did actually advance farming, and backed his assertion with ample proof.

The Rev. George Wood Anderson, of St. Louis, proved himself a born actor and orator, and alternated between humor and pathos in his masterly address on "Advertising and Human Nature."

He claimed for the convention that underlying all the singing, noise, decorations and other child's play, there was a deep seriousness, care and forethought.

He thought that advertising was paper, plus ink, plus human nature, the latter a quality which could not be counted on.

Successful advertising could only be learnt by looking into the human heart. Superstition would not appeal; wit and humor were uncertain.

A few principles the successful advertiser must learn are *first*, that there must be honesty and honor; *second*, stability which gives the idea; *third*, the love of progress; *fourth*, originality; *fifth*, the "live wire" quality and avoidance of imitation; *sixth*, the home instinct.

Harriet Chalmers Adams followed with a masterly address on "Advertising and Export Trade in Relation to Latin America," and pointed out many mistakes which have driven States Trade away from this part of the world.

At the afternoon session Rabbi Charles Fleischer in his address on "Ads and Public Morals," attempted to show the ad man's great opportunity to exercise a pure influence over the community as well as to aid business.

He thought there was a decided

Helen Mar Shaw-Thomson, ad writer, who discussed a vital topic.

tendency in modern advertising to incite people of moderate means to extravagance. But this was not the fault of the merchant or of the advertising agent, but rather of the covetous buyer.

The lesson must be learnt that democracy does not mean equality.

Therefore, in creating desire to possess, at which every copy-writer aims, the advertising man, as the mouthpiece of the seller, must above all be a truth-teller.

The women advertisers had a good innings on the 4th, for in the afternoon Helen Mar Shaw-Thomson shared the honors with Mrs. Adams, and gave an unusually interesting address on "Advertising and Daily Bread."

Mrs. Thomson discussed minutely the subject of increased living cost, and endeavored to show that sensible publicity not only lowered the price of many articles of home consumption, but also tended to raise the standard of civilization.

She gave many instances in support of her convictions, and pointed out that the advertising carried by reputable publications was the purchaser's safeguard.

The greatest possible testimony that advertising was an economy to the consumer lay in the fact that the majority of women purchasers favored advertised goods.

Professor Zueblin followed with a discussion on "Advertising and Civic Advancement," and claimed that an advertisement must have a definite meaning.

He thought the advertising of cities could be divided into three headings: Advertising — Anything which gets publicity. Successful advertising—Anything which delivers the goods. Good Advertising —The story of goods which advertise themselves.

His speech was an analysis of the three headings, and pointed to the moral that lasting good could best be obtained by use of the third method.

A very strenuous day was wound up by a giant clambake at the Lynnway Club, Point of Pines. The bake made a pile 30 feet wide and

Geo. W. Coleman, Boston, newly-elected President of the A. A. C. of A.

half as high, and when it is realized that 2,000 hungry ad men entirely demolished the succulent bivalves, it will be seen how the repast was appreciated. After the dinner there was a hop and a fine display of fireworks.

FOURTH DAY.

The closing session at 3 p.m., in Ford Hall, was marked by immense enthusiasm.

The voting for president of the

KEEPING PACE
WITH THE DEVELOPMENT

of the country, and standing loyally by every public interest, THE TRIBUNE has made its way into the best houses in the West, and is to-day recognized as the most influential journal of public opinion West of the Great Lakes. You cannot cover this Western field without The Tribune any more than you can cover Canada by using just one newspaper.

RATES and samples on application.

DAILY for the City **THE TRIBUNE** WEEKLY for the Country

The Big Area in which the general advertiser may secure the biggest results, is in the PROVINCE OF SASKATCHEWAN. Here the people will buy your goods, and will buy them readily.

The Big Force in reaching these people thoroughly and efficiently is through

THE REGINA LEADER

MORNING — Largest circulation of any newspaper in the province.

EVENING

WEEKLY — Rates and circulation statements on application.

THE LEADER PUBLISHING CO., Limited
REGINA, SASKATCHEWAN

EDGAR J. GUY, Special Eastern Representative, Canada Life Building, Toronto

A.A.C.A. for the ensuing years, brought out three candidates: Geo. W. Coleman, of Boston; H. S. Houston, of New York; and I. H. Sawyer, of St. Louis, and amid vociferous cheering Mr. Coleman was announced elected with a total of 343 votes, as against 176 and 59, polled respectively by the other two candidates. Dallas won the honor of being the next convention city, against St. Paul, Quebec, and Richmond, by a majority of nearly 2 to 1, and Dallas again came to the fore by winning the mileage banner.

The Printers' Ink Trophy for the Ad Club doing the best work during the year in the service of advertising went to the Des Moines club.

At the evening banquet given to the visiting delegates by the Pilgrim Publicity Association in Symphony Hall, retiring President Dobbs was presented with a $3,500 automobile by the San Francisco members, whilst the newly-elected President handed over a salad bowl to his predecessor.

The London delegates also presented a loving cup to the Pilgrim Publicity Association.

Following this, Gen. Taylor introduced John Kendrick Bangs as an exponent of the results of personal advertising. Mr. Bangs kept the hall in a perfect gale of laughter throughout the whole of a very characteristic speech. He continually made fun of himself and Elbert Hubbard, who followed him, and when he sat down there was not a dry eye in the hall—everyone was weak with laughing.

Elbert Hubbard, "the Sage of East Aurora," then arose and instantly informed his audience that he and Mr. Bangs "were on to each other." Then he gave a short, humorous talk on advertising, in which he and Mr. Bangs were continually sparring at each other.

Henry B. Humphrey who perfected the arrangement for the reception of the visitors.

The following were the departmental sessions held.

General Agents, Frank Presbrey; National Advertising Managers, E. St. Elmo Lewis; Daily Newspapers, Lafayette Young, Jr.; Periodicals, David G. Evans; Agricultural Publications, T. W. Le Quatte; Business Literature (Printing, Engraving, etc.), F. E. Johnston; Outdoor Advertising (Street Car, Bill Boards), Edw. C. Donnelly; Specialty Advertising, L. E. Pratt; Technical, Class and Trade Papers, H. G. Lord; Retail Advertising, F. W. Tully; Municipal and State Publicity, T. F. Anderson.

CONVENTIONOTES

The Highlanders from Toronto were "all there" at the watermelon cutting and acquitted themselves nobly.

Several U.S. battleships were thrown open to the visitors, many of whom took advantage of the hospitality offered.

John Lee Mahin considers that agencies are fully justified in publishing house organs and directories.

A distinct feature was the large number of wives and daughters of delegates attending. They were well taken care of by the fair Boston dames, and every one had the time of her life.

President McDiarmid claimed that the dignity of the Toronto Ad Club must be maintained. We hope it was!

The Texans certainly were the big noise brigade, with Big McJunkins in the van.

The souvenir fiend was in clover. The supply on hand was apparently inexhaustible.

Baltimore launched 300 bottles on the harbor trip, sealed and containing a letter boosting their city for the next convention—a truly novel advertising stunt.

Shades of '61! The sight at Copley Square was a Georgia Cracker, a Texan in Cowboy Dress, and a Bostonian in Full Dress, escorted by the Toronto Ad Club in Highland Costume, headed by their piper.

The Iowa Boosters called themselves the "Tea Party Special!"

The Highland Fling by the Toronto Sergeants, at the Roof Garden, fairly took the roof off.

Quebec's small delegation were up and doing all the time, booming their city for 1912 convention.

P. S. Florea, Secretary of the Associated Advertising Clubs of America.

Alkali Pete's Cowboys were more than satisfied with the reception they got.

"There's many a slip 'twixt the cup and lip." Ask nearly half of the delegates how close they got to Taft's country cottage.

Charlie Matson wired "Toronto boys have fair taken Old Boston town by storm."

MEN AND MEDIA

The Rev. Dr. Hincks, in his endeavor to exclude the Continental Sabbath from Canada, recently went to the length of advising his hearers to remove their ads from all papers which dared to differ from his Sunday observance policy.

* * *

We yield to no one in our desire to have all questionable advertising removed from the daily press, but we *do* consider that the question of Sabbath observance should be left to the individual conscience of each citizen. You can't make people good by law. The Doctor himself uses the ferry on the Sabbath. If he were entirely consistent he would reach the city on Saturday night, and not make it necessary for the ferry employees to work on the Sabbath.

* * *

O. C. Harn, Advertising Manager of the National Lead Company, New York, has been chosen President of the Association of National Advertising Managers to succeed E. St. Elmo Lewis.

* * *

The 1911 edition of the Canadian Newspaper Directory, published by A. McKim, Limited, is a most comprehensive volume, and gives the population, chief industries, railway, telegraph and banking facilities of every newspaper city, town and village in Canada.

It is supplemented with five excellent maps of different portions of the Dominion.

The greatest care has been taken in its compilation to ensure absolute accuracy, and a copy of the Directory will be found a most useful adjunct to every business office.

* * *

We have been favored with a copy of the 1911 Municipal Handbook of the City of Toronto. This little book is issued by the City Clerk's Office, and contains a mass of useful and interesting detail of the various activities and departments of the City Hall. It is neatly bound in leather, and cannot fail to be of service to every business man. A copy may be had for the asking.

* * *

The new Selling and Advertising Reporting Service, to be inaugurated on September 1st by J. George Frederick, late Editor of Printers' Ink, in connection with the Business Bourse, New York, ushers in a new era in the scientific management of advertising appropriations.

The aim is, avowedly, to make advertising less of a gamble and more of a certainty, and from the prospectus before us we anticipate a large amount of success and an extended field of usefulness for this service.

The promoters are trained specialists of wide experience and reputation, and the rates at which their advice may be obtained are very reasonable.

* * *

At a mid-day lunch of the Toronto Ad Club, held at McConkey's on July 18th, a proposal was submitted to reduce the membership fee to $5.00 and to do away with the initiation fee.

The idea of the reduction was to induce further membership, but the opinion of the meeting was to leave the fees as they stood for the time being, and to make an active canvass for new members in the Fall, when any alterations in the dues could be considered.

The Toronto Ad Club is to make a bold bid to hold the Associated Advertising Club's Convention in 1913, in Toronto, and invitations have also been extended by the Mayor, Premier of Ontario and Board of Trade. This move should, even if unsuccessful, result in much beneficial publicity.

The arrangements for the Boston Convention Trip were discussed and passed upon.

The past year has seen a tremendous increase in the list of trade and other papers in different parts of the Dominion; and nothing but credit is due to the publishers of the Railway Journal of Canada, a copy of whose first issue has just been received. The paper is excellently produced on good coated stock, and seems to cover, most completely, every phase of railway life and industry. The editorial staff consists of Gordon C. Keith, M.E., B.Sc.; J. C. Armer, B.A.Sc. (who is also manager); and F. C. Douglas Wilkes, B.Sc., who is also managing representative in Montreal. There should be a wide field of usefulness for this new journal.

* * *

The amalgamation is announced of the Canadian Trade Press, publishers of the Canadian Hardware and Stove Journal, and the Commercial Press, Limited, publishers of the Merchants' Magazine and The Railway Journal of Canada.

W. L. Edmonds will be editor of both the Merchants' Magazine and Canadian Hardware and Stove Journal, with Weston Wrigley as Business Manager. G. Honsberger will represent the Commercial Press in Eastern Ontario, and Geo. G. Colvin will hold a similar position in Western Ontario.

* * *

J. G. FitzGibbon has been appointed Permanent Secretary of the Toronto Ad Club, with Adam F. Smith still in the position of Honorary Secretary. Mr. Smith found the work had increased at such a rapid rate that he needed the assistance now provided. Mr. FitzGibbon's address is care of the Simcoe Club, Toronto, Main 2990. All mail should in future be addressed to P.O. Box 481.

* * *

On Saturday, the 29th July, a live body of advertising men and their ladies passed through Toronto. These were the delegates to the Boston Convention from St. Louis, Kansas City, Chicago and Oklahoma, who were making the trip to Boston via Canada. They were met, on arrival of the Chippewa, by a large turn out of the Toronto Ad Club, who were acting as hosts and were taken in motor buses and autos through the principal show streets of the Queen City, including Rosedale. A halt was made for refreshments at the Grand Bowling Club, where several of the visitors tried their hand at lawn bowling, which they found to be a very different proposition to their better-known ten-pin game. A visit was afterward paid to the City Hall, where the American party was taken up the tower and a fine view of Toronto and the Bay was obtained. Later on the party returned to the King Edward Hotel and left for Kingston en route to Montreal.

* * *

The Boston Journal showed commendable enterprise by publishing a Convention Daily each day of the Convention. Every feature of the Convention was fully reported, and we are indebted, in no small measure, to the Journal for our reports of the leading speakers who took part.

* * *

The following delegates from Toronto left on July 31st for the Boston Convention, and are representing the city's claim to have the Convention held in Toronto in 1913. Their slogan is, "Toronto, 1913," and from our personal knowledge of most of the members we surmise that they will be quite capable of making themselves heard: A. T. Cummings, W. J. Healy, H. M. Tedman, W. A. Lidyatt, J. B. Allen, C. T. Solomon, Charles Matson, H. H. Watts, Adam L. Lewis, H. O. Edwards, C. Dawkins, J. J. Gibbons, John Blackhall, C. W. McDiarmid, John P. Patterson, Adam F. Smith, C. S. Furness, C. Acton, F. W. Hunt, McClelland, Snetsinger, W. G. Rook, Ray, Cassan, A. H. McLachlan, J. B. McLean.

* * *

We have received a copy of Western Progress, an interesting little journal issued by the Land Department of the C.P.R. Its mission is to tell about the wonderful opportunities in various points of Western Canada, and it should prove of the greatest use to the intending settler and investor. A copy may be had free for the asking.

PRINTING THAT IS DIFFERENT—

You cannot overestimate the importance of your Catalogues, Booklets, Circulars, Mailing Cards and Office Stationery, etc.

We have the ability, experience and an up-to-date plant to give you the very best value in printed matter.

Why not make your message a forceful and distinctive one?

Hunter-Rose Service is the most profitable advertising medium in which you can invest.

Our big modern printing plant is always ready to do your bidding.

THE HUNTER-ROSE COMPANY LIMITED

12-14 SHEPPARD STREET
TORONTO - - CANADA

The Globe
TORONTO

The Globe

TORONTO, CANADA

WAS one of the first papers on the continent to acknowledge the advertiser's right to sworn statements of circulation.

The Globe now issues, semi-annually, a 40-page pamphlet, containing the most complete analysis of quantity and distribution of its circulation which can possibly be compiled.

A copy of this booklet will be sent upon application to

The Globe

TORONTO, CANADA

CANADA'S
NATIONAL
NEWSPAPER.

SEPTEMBER — 1911

Economic Advertising

Industrial Exhibition Number

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING - - TORONTO, CANADA

The Western Part of Canada is the

GREATEST AGRICULTURAL FIELD IN THE WORLD

Thousands are wrestling wealth from the soil, while all enjoy the comforts and many of the luxuries of life. The people are down-to-date in their methods, and everything that goes to make life pleasant and trade profitable finds a ready sale among them.

Tell them what you have For Sale

The first step in EVERY SALE is the TURNING OF THE ATTENTION OF THE PROSPECTIVE CUSTOMER TO THE COMMODITY TO BE SOLD, and this turning of attention is **ADVERTISING,**—no matter how it is done.

HOW to Advertise **effectively and economically?** Do not waste your time and money trying to solve problems that other men have solved long ago: to find and put in practice the one right way of getting maximum results at the minimum cost, advertise in

The Winnipeg Free Press

It occupies what is conceded to be FIRST position in the newspaper field of the Canadian West. It is the GREATEST sales creating force of Western Canada.

Circulation increases regularly. Sworn net average: January, 50,707; February, 51,322; March, 51,716; April, 52,214; May, 52,635; June, 53,185.

Other facts and further information are yours for the asking.
Any of the Advertising Agencies of Canada will be glad to submit for your consideration a plan of publicity to cover Western Canada.

EDGAR J. GUY, Eastern Representative
61 Canada Life Building, King Street West - - Toronto, Ontario

The Stratford Beacon

Stratford - Ontario

Weekly—Established 1854
Daily—Established 1887

Sworn Circulation Daily, Net Average

2,435

Sworn Circulation Weekly, Net Average

2,536

¶ The Beacon does not sacrifice quality for quantity of circulation. It is a newspaper first, with special up-to-date telegraphic news service ; a wide-awake home department ; and sells for 2 cents a copy, giving good value to both readers and advertisers. Rate card on application and copy of sworn circulation statement.

W. M. O'BEIRNE
Proprietor

A BUMPER CROP

is assured for Alberta this year. Wheat is the backbone of the country. Alberta wheat is the finest in the world. The growers of this wheat—Alberta farmers—are the richest in the world. They buy most largely the well-advertised goods. THE DAILY HERALD is the paper of the Alberta farmer. It covers the field, it goes to the homes. It has a total net paid-up circulation of 12,448 copies per day. Are your goods represented in its advertising columns? They should be. All authorized advertising agencies will quote you rates, or write us direct and learn first hand of the great possibilities of this fastest growing country in the world.

DAILY The WEEKLY

Herald Publishing Company Limited

Calgary - Alberta

EDGAR J. GUY, Eastern Representative, 61 Canada Life Building, King St. West, Toronto

The Big Area in which the general advertiser may secure the biggest results, is in the PROVINCE OF SASKATCHEWAN. Here the people will buy your goods, and will buy them readily.

The Big Force in reaching these people thoroughly and efficiently is through

THE REGINA LEADER

MORNING EVENING WEEKLY

Largest circulation of any newspaper in the province.

Rates and circulation statements on application.

THE LEADER PUBLISHING CO., Limited
REGINA, SASKATCHEWAN

EDGAR J. GUY, Special Eastern Representative, Canada Life Building, Toronto

The Twentieth Century Belongs to Canada
AND WESTERN ONTARIO BELONGS TO

The London Free Press

Circulation for July was 29,167, sworn and guaranteed by Advertisers' Association.

WITH its three editions Daily — Morning, Noon and Evening—it reaches all classes of people in Western Ontario, the most prosperous, thickly populated and richest corner of the Dominion. It is not possible to reach that section without the aid of this paper. The London Free Press is one of the best edited and newsiest papers, being read by most intelligent people.

The Free Press is the only morning paper in Ontario that never cuts the price.

Any authorized Advertising Agency will give you rates.

The London Free Press Printing Company Limited,
LONDON, CANADA

EDGAR J. GUY, Special Representative, Canada Life Bldg., TORONTO

Quality of Newspaper Circulation Brings Business

Slowly, but as surely as the passing of time, a new idea is making itself felt in advertising. That idea consists in paying for circulation according to the quality of the publication and its readers—not simply paying for so many sold copies. The time is steadily passing when so many thousands of readers for such-and-such a rate can get any and all business. Thinking men are realizing the fact that the hundreds of thousands wasted in advertising can be diverted into producing channels. On every side this idea is cropping out.—*Printers' Ink.*

The "Montreal Witness" is a producing channel.

Because it goes into the **HOMES OF FAMILIES,** which are influenced by the association of untainted news, high-class journalism and clean advertising.

You can appeal to a larger proportion of **BUYING UNITS** than many other newspapers possess.

So that you can more largely eliminate chance in your advertising.

Make your fall and winter advertising tell to the utmost by using

The Witness - - Montreal, Quebec

Send for Rate Cards and Sample Copies or consult your Advertising Agency.

A PROFITABLE MEDIUM

Circulating in the homes of Canadians with unlimited purchasing power is the

WESTMINSTER

It has the *largest paid-in-advance circulation* of any monthly magazine in Canada, and is a medium you should not overlook.

But not only in quantity and quality of circulation, but in its Editorial matter, the "Westminster" leads.

Its articles are original, timely, authoritative and inspiring—in fact the whole publication has reached a very high standard of literary excellence.

Every advertiser is given an honest, square deal!

No doubtful or medical advertising is accepted.

Don't overlook the "Westminster" in your fall appropriation!

It will carry your message to a monied and influential class most effectively and economically.

Write for sample copy and rates.

THE WESTMINSTER CO., LIMITED

Confederation Life Building, Toronto

A Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

ADVERTISING RATES.

	1 month.	6 months.	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c the copy.

Vol. 4. Toronto, September, 1911. No. 9

Straight Talks

THE MESSAGE OF THE BOSTON CONVENTION

THE American methods of showing enthusiasm are a life-long puzzle to the man born on the other side of the 'herring pond.' Compare a body of fans at a critical period of a ball-game, accompanied by musical instruments and noise-making machinery, with the average football crowd of twice the size in the Old Country. The annual Surrey vs. Notts cricket match at the Oval on Bank Holiday is a Quaker's meeting in peacefulness compared with an average encounter in our National Game. The English are stolid and phlegmatic in the extreme; they take their pleasures sadly; but the American, and the Canadian who has entirely caught the infection, is nothing if not demonstrative. He wants noise, excitement and novelty, yet he is, with all his exuberance, far more sober and serious, as a rule, than his European cousin.

You can understand the French temperament running riot when they sing their "Allez enfants," but the hard-headed business American is to many of us a mystery.

Yet, if we choose to look, we can find behind all the horn-blowing, clam-baking, melon-cutting and noise-making of the Boston Convention, a real message,—a real work accomplished. And the message of the remarkable convention just concluded is that advertising has at length come to be recognized as a nation-building force—as a power for good whose value cannot be over-estimated.

The consensus of opinion seems to be not so much that advertising is bad—rather that it is capable of vast improvement.

Every Fifth Farmer in Western Canada Reads German!

What are you doing to reach this prosperous class with unlimited purchasing power? In 90 per cent. of subscribers' homes

"Der Nordwesten"

(weekly) is the only newspaper taken. Get after the profitable German business offering by making a forceful and regular announcement in "Der Nordwesten." What the big dailies are to the English, "Der Nordwesten" is to the German.

Among Farm Journals and monthly home magazines in Canada

"Farm und Haus"

(magazine) holds a unique position. It is the only one printed in German. The reading matter is bright, the farm articles practical and authoritative, and all are profusely illustrated.

Here are mediums that reach a class with money to spend—a people who will buy your wares once they know their value.

Rates and sample copies on application to advertising agencies or direct.

Our Publications are Splendid Mail Order Propositions

Der Nordwesten Publishing Co. Limited
Winnipeg, Man.

It was a clear statement from over two thousand representative advertising men of the United States, England and Canada, that the day has come when the man who writes, prints or publishes fraudulent, unclean or untruthful advertising, can no longer ply his trade. He must go!

And we believe that the Associated Advertising Clubs of America are a sufficiently powerful body to make their voice heard in the correction of abuses, and in the putting of this noble profession on a firmer and more lasting basis.

It is a paying profession, we admit, but money, after all, is not the be-all and end-all of life.

The respect of our fellow-workers is something we can all cultivate and appreciate, by giving everybody a full measure of fair play.

And public confidence, the greatest of all business assets, can most surely be won by an unswerving observance of truth in the minutest detail.

As John Irving Romer pointedly puts it, "The organized advertising men of America have made a declaration of war against dishonest manufacturing, and even unfair selling methods, against fake and scheme advertising, against circulation liars, and against agents with devious ways of capturing a nimble profit."

Rome was not built in a day, nor did any great reform the world has ever seen, come to maturity all at once. There has always been a gradual education and awakening of public sentiment before the desired end has been achieved, and all praise is due to the Ad Clubs of Canada and the States for the determined stand they have taken.

Co-operation must be the watchword. Organization must lend her aid, or individual effort will surely be wasted.

Already advertising has a news value unsurpassed by the actual news columns of the press.

And if the seriousness which lay beneath the noisy exuberance of the Boston delegates means anything at all, it signifies that advertising is, at last, coming into its own.

* * *

GOOD COPY

The man who sits down and dictates precisely the rules which should be followed by the aspiring writer of good copy is, to my mind, one of two things—either a fool or a knave. So you see I have not a great deal of faith in the people who claim to be able to turn any

THE HERALD

HAMILTON, CAN.

The Herald is the acknowledged city newspaper of Hamilton. The Herald has a city circulation that equals the city circulation of all other city publications combined.

A NEWSPAPER: NOT AN ORGAN

Would you reach the best homes?

Those with money to spend—people who will buy your product if its merits and usefulness are made patent to them. Then you must use the columns of the

Canadian Magazine

It has won favor with the thinking portion of the public by the unvaried excellence of its literary contents.

Leading advertisers on both sides of the water have proven the worth of space in the "CANADIAN MAGAZINE"—they stay with us year by year. If your product is right, you ought to seek publicity in the "CANADIAN MAGAZINE."

Just write for sample copy and rate card, or ask our representative to call.

THE CANADIAN MAGAZINE, - TORONTO

"average educated man" into a high-salaried copy-writer, in exchange for a payment of some fifty dollars.

And what makes it more difficult than ever to criticize another man's copy, is that a great many ads which violate almost every known advertising rule, have proven themselves most excellent trade pullers. Now we hear a great deal about advertising being salesmanship in print. And this is perhaps the truest thing that was ever said about it.

For advertising, like the salesman, must first of all create confidence by use of the simplest, most forceful kind of language, and it must reflect the probity and character of the firm whose name it bears. And, moreover, it must talk enthusiasm, for no man can ever write convincing copy who was not satisfied with the worthiness of the goods he is advertising.

And, just as sincerity is a prime essential in successful verbal salesmanship, in like measure, absolute truth, which speaks sincerity from every sentence, can alone influence the human mind to purchase the wares advertised.

True, indeed, a lying or misleading statement may effect the first sale, but successful business can only be built up on repeat orders, which result from a satisfactory first purchase.

Good copy must be attractive to the eye—must hold the attention from first acquaintance.

And pleasing illustrations, attractive lay-out, strong and convincing human argument, are factors in producing such copy that can never be overlooked.

The time has long since passed when, startling, irrelevant, or ultra-comic wording matter or cuts held any selling value to the great thinking majority of our people.

It is those firms who deliver their message in the most direct, most forceful and most attractive shape, irrespective of space occupied, that have proven the real worth of advertising in actual dollars and cents.

There may not be a great deal of wisdom in this paragraph. As we said in starting, there is no royal road to good copywriting, but the truths herein stated will bear hammering home.

The expert is a fearsome thing, looking for your dollars. We don't pose as experts. From our personal experience we have been taught that a rigid adherence to truth, a thorough understanding of the merits of the goods advertised, an insight into selling conditions,

A National Circulation Selected

by a "quality" price—and a magazine worth the money—is offered by *Farmer's Magazine*. Such men discriminate in their buying—price is not so important as quality. Such

Farmers Read Advertisements!

and they are influenced by ad talk of high quality and superior values. That is what enables us to get $2.00 yearly subscriptions. It will help you sell your goods in the same homes.

Farmer's Magazine

does not accept doubtful or pernicious advertising. Your ads will not suffer from contiguity to ads of electric belts, spavin cures, intoxicants, consumption or cancer cures, etc., or get-rich-quick schemes. A gain of over 1,500 new subscribers a month in the North-West alone, proves that

Quality Counts!

Eleven farm engines advertised, also five pianos; phones; lighting systems; safety razors; household specialties, etc.; one shrewd advertiser using thirty pages in one year—another twenty-four pages. Over 125 advertisers altogether! *Farmer's Magazine* is

One of the Good Ones!

Have you been getting our fact-letters? Has this high-class magazine of country life and economics been getting into your hands? If not, send personal address direction. They will help you in your business.

FARMER'S MAGAZINE

MacLean Publishing Co. Limited

Toronto, Winnipeg, Montreal

and the confidence of your principals, will do much to produce good copy. Add enthusiasm, capacity for work, and a natural adeptitude for writing simple yet forceful English, and you will have the makings of a fair copy-writer.

The men at the top of the advertising tree have given the world their secrets of success, but we have never found them to get far away from platitudes.

A good copy-writer is born—not made.

* * *

TRADE-MARKS

Clowry Chapman's address at the convention was a masterpiece of fact and analysis. We would like to have reproduced it *in toto*, but that is impossible in the space at our disposal. He pointed out how each competitor of a line of goods is a possible infringer or substituter—how popularity may often become a serious handicap to a trade-mark—and how every trade-mark should be free from untrue and misleading statements if it is going to retain a lasting value.

He said in part—"Trade-marks live because they create mental images. They bring back our experiences. They set in motion those impulses which reach the human being, buttoned up in every one of us.

A product that is not trade-marked is like a Missouri mule—without pride of ancestry or hope of posterity.

But the trade-mark is not only of sentimental, but of commercial value, because of its power to increase your property, and to multiply your influence.

If your product creates satisfaction, a trade-mark would win re-orders, it would spread goodwill; it would put down unfair trade more efficiently than the purchase of competing factories, more certainly than a price war, because, with a trade-mark, you could maintain profit, increase sales, and not have to carry the burden of competing factories, which you might not be able to operate in conjunction with your own.

Before building a factory all flaws are removed from the chain of ownership. Then a competent architect is employed and instructed to use fireproof materials throughout your building. After that a sprinkler system is installed, and to meet any possible loss, fire insurance is obtained. Dun and Bradstreet are consulted, yet the goodwill, the reputation of your product, which should be the mainstay for future income,—a property that can be made to outlast the factory, the machinery and the men,—is left wholly unpro-

EVERY MONTH AN INCREASE

The advertising gains of "La Patrie" are the most phenomenal shown by any newspaper in Canada.

"La Patrie's" patrons have shown their confidence in a known circulation by continually giving this newspaper more and more of their advertising each month.

Even the last two months of June and July, which most everyone expects to be quiet, were record-breakers with "La Patrie." Here is how the increase shows:—

June, 1911, increase of
21½%
over June, 1910

July, 1911, increase of
24½%
over July, 1910

"La Patrie" issues periodically a sworn statement, and it is well known that any advertiser asking "La Patrie" for a sworn statement has never been refused.

It should be noted that "La Patrie" has no return privileges to dealers and the statement of circulation is for copies actually sold.

La Patrie

MONTREAL, CANADA

Foreign Offices in the Principal Cities of the World

Western & Toronto representative, EDGAR J. GUY, Canada Life Bldg.,Toronto
Manitoba representative, C. O. Smith, 414 McIntyre Block, Winnipeg, Man.
New York representative, Lacoste & Maxwell, 45 W. 34th St., New York City.
Chicago representative, Lacoste & Maxwell, Marquette Bldg., Chicago, Ill.
London representative, T. R. Clougher, Clougher Syndicate, G. T. R. Bldg., Cockspur St., Trafalgar Sq., London, Eng.
Paris representative, A. G. Goblet, 1 rue Rossini, Paris, France

tected. Registration is not protection, it is merely the *prima facie* evidence of your rights.

Whether a trade-mark consists of a name, or a symbol, care must be taken to prevent its very popularity from eventually proving a serious handicap. In several instances, a trade-mark, which originally had no particular significance, became so popular, so commonly used to designate all articles of a certain type, as to become a part of the language—a dictionary term. Among such trade-marks are "Linoleum," "Malted Milk," "Goodyear Rubber," "Yale."

"Kodak" is another trade-mark that has become a dictionary term. None too early have its owners begun to explain the significance of the expression, "If it isn't an Eastman it isn't a Kodak."

The courts have frequently shown impatience with those who have imitated another's trade-mark, colorably or otherwise, even though clumsily, but as yet they have not gone so far as to limit the use of a trade-mark to one line of business.

Goodwill is like an individual's reputation; a breath of scandal can seriously impair it, and the deterioration of the product can utterly destroy it. Also it may be unimpaired and yet sink in value, if trade-marks and other identifying means, together with advertising, are not used to protect the public from imposition.

Goodwill can be developed and protected without any loss of sales force in copy. Take for example the National Lead Company who made such a success of their "Dutch Boy" trade-mark.

Always it should be remembered that in identifying your product, and distinguishing it from all others, so that customers are protected from imposition, you are adding substantially to your own property and your own influence.'

* * *

ORIGINALITY

The ad copy-writer who is absolutely original has yet to be born. This may sound a somewhat strong statement, but it is true, nevertheless. There is an old saying, "There is nothing new under the sun," and the most that a man can hope to do is to dress up old truths in a new garb—to tell his tale a little differently and more forcibly than the other man.

How far do you think we would ever have got in this world if we had not been continually profiting by the experience and knowledge of those who preceded us?

The human mind is continually absorbing, unconsciously, the

Toronto Daily Star

The Paper with the REAL NEWS VALUE.

The reason that 74,000 people buy the "Star" every day is because it is a "news" paper in the best sense of the word.

In conjunction with the "Star Weekly" your message can be carried into 94,000 prosperous homes—a combination you surely ought not to overlook.

Place your ad in the "Star" while the rates are at their present low figure.

The largest circulation of any paper published in Ontario.

Ask your Agency for details, or write us for Sworn Circulation Statement and further particulars.

The Star Printing and Publishing Company Limited - - - Toronto

UNITED STATES REPRESENTATIVES

C. H. EDDY
1 Madison Ave., New York

EDDY & VIRTUE
150 Michigan Ave., Chicago, Ill.

ideas and diction of fellow-men, and any copy-writer will bear me out when I say that I have found some of my best "original" efforts to be merely borrowed plums from the brainpan of a man perhaps a thousand miles away.

In theory the writing of advertisements demands entire originality—many copy-writers boldly claim they are creators of original ideas and phrases.

But practical experience gives a sad blow to this theory.

The greatest men of all time have been adapters and enlargers of the thoughts of others, and it is well that it should be so.

If the human race of to-day were to rely entirely on its own initiative, and refused to profit by the experience of the past, discovery, art, letters and advertising would speedily come to a standstill.

Don't imagine I advocate slavish copying of the work of those who have gone before.

Advertising is still on the threshold of a greatness that is bound to come—it will become a power in the world that is yet undreamt of, and it is absolutely necessary that every successful ad-writer should adapt and enlarge on the ideas of those who have preceded him.

It is a profession that will stand the minutest study, the fullest and most open discussion and unlimited criticism, and we are pleased to think that this year of grace sees us moving in the right direction.

* * *

CONFIDENCE

An advertising specialty man came into my office this morning. He had something I wanted for our business.

He was a good-looking chap, wasn't a bit nervous; and had what appealed to me as being a very good thing.

He didn't sell me one cent's worth, tho'. Why?

Well, for some reason or other he seemed to fear that what he had to sell wouldn't turn out satisfactory. It was evident to me when he was unpacking his grip that he was not keen on my seeing his wares. In fact, the whole secret of his trouble was that he *lacked confidence somewhere.* It would be very hard for another representative of the same house—however enthusiastic he may be—to work me up to buying anything from him.

There may be a lesson in this for someone. Hence I pass it on.

—*Stanfield's Underwear.*

HOUSE OF QUALITY
LEGG BROS
ENGRAVING
COMPANY
LEGG B.E. CO
MAKERS OF
PRINTING PLATES.
ILLUSTRATORS
& DESIGNERS
5 JORDAN ST.
TORONTO
CANADA

WOOING THE WOMAN

By W. G. Rook, President Canadian Home Journal.

There are some doubts as to the exact date when men started to woo women, but the fact remains that the men of to-day are spending millions of dollars in wooing women to gain their confidence that they may sell them their goods.

Were the average advertiser to consider the fact that over seventy-five per cent. of the goods manufactured for personal or home use are purchased by women, they would spend more time trying to convince the women and would waste less time on the men.

No matter what the article is, a piano or a pudding dish, a baby's bottle or a refrigerator, the woman has the final say as to its being purchased.

Even in men's wear, mother buys it when the wearer is too small to make his own purchase, and when he grows up the chances are his wife buys most of his underwear.

There are thousands of the middle class Canadian men who never see the inside of a gent's furnishing store; they trust to their wives' good judgment and taste to buy their goods for them.

The average man never thinks of buying a hat, a suit of clothes or a motor car, until his wife has expressed her tastes in the matter. Let a man go home wearing something that does not become him and if there are any women around they will soon tell him what they think of the purchase. No matter how expert a salesman has sold the goods, if the women say it is not right, the man mentally says, "That's the last time I will buy anything at that shop."

There is no country where women are given a greater consideration

RENNIE'S SEEDS
IF YOU WANT THE SEEDS
GET THE CATALOG
DEALERS EVERYWHERE SELL RENNIE'S SEEDS
THE FINEST IN THE LAND.
WRITE NEAREST ADDRESS FOR CATALOG
TORONTO, MONTREAL, WINNIPEG, VANCOUVER

Not to be missed.

than Canada. Women in most other countries are not shown the same respect, nor are they given the same purchasing liberties as are given to Canadian women.

The women of Canada are looked upon as being the purchasing head of the home. Men work that women may spend, is the case in a nut-shell.

Women living outside of the large centres of population are the

Mining Lumbering Fruit Growing

These are the three industries of Southern British Columbia, commonly known as the Kootenay and Boundary countries. Their combined production last year reached the immense sum of *twenty-five million dollars,* and required the employment of thousands of men.

The Nelson Daily News

is the only daily paper published in the territory from which this wonderful production was drawn. It is not only the home paper of Nelson, but also of the surrounding country for hundreds of miles in every direction. Over *70* per cent. of the circulation of *The Daily News* goes outside the city of Nelson.

Full information on request. Advertising and circulation books always open to inspection by patrons and intending patrons.

THE DAILY NEWS
Nelson, B.C.

Consider the Children

They are the coming generation of buyers and will be bigger buyers than their parents.

They have time to read advertising, and will read yours if attractively "set" and well written.

That will **assure** you future **business.**

It will also help to-day, as the **requesting power** of the average boy and girl is worth harnessing.

Our Ontario Weeklies are read in about 200,000 homes, thus reaching many thousands of children.

Just ask us about it.

The Wilson Publishing Company of Toronto,
LIMITED
73 West Adelaide St., Toronto

largest purchasers of advertised articles. There are several reasons why. The women on the farm or in the small town are usually the wives of men with a steady income; they are not able to attend bargain counter sales, where quality is often sacrificed for quantity; they have become accustomed to purchasing advertised articles. They spend more money on themselves and on their home, in proportion to their incomes, than women in the city; in fact one rural reader is worth to the advertiser two who live in cities.

Women in the rural parts are better educated now than they were ten years ago. The days of the gold brick and the farmer are gone, and in their place is found a shrewd buying class of agriculturists that know a good article when they see it, and who will remain a purchaser of a brand of goods as long as satisfaction is given.

Advertising to interest women should be prepared in an attractive, easily read and convincing manner; attractive because a woman's attention is more easily obtained when she sees something pleasing to the eye, easily read, because women as a rule glance only hurriedly through the advertisements of any publication, and convincing because "reason why" copy appeals more strongly to women than copy containing lengthy statements regarding size of business, when established, or mere statements that the advertised articles are the best of their kind obtainable.

Having prepared the proper copy, insert it in your list of publications, and most important of all, stock up the dealers before a line of copy is run.

Women are impulsive, and a fatal mistake many advertisers make is convincing the women they should purchase his articles, and not have the goods on sale at the nearest dealers. A man will

To all lovers of an attractive Home
The Sheffield Artist's and Craftman's Designs of 150 years ago
The Standard Silver Co. of Toronto
E.P. ON COPPER
Standard Silver Co., Limited
33-41 Hayter Street, TORONTO

Display might be improved.

take a disappointment easily, but you disappoint a woman, and it will be a long time before she will feel in a humor to ask again for the advertised article.

* * *

The snake that cannot cast his skin perishes. So, too, with those minds which do not change their views. They cease to be minds.

* * *

Every day more or less opportunities pass by your door. Don't wait for them to come in and drag you out. Go out and seize them.

Designs

FOR EVERY KIND OF

Advertising

If wrapped in the same kind of paper and tied with the same kind of string, all goods look alike. The internals of your business, rightly pictured and described, can be made mighty interesting. We can prove it.

MAKERS OF
HIGH-GRADE
BOOKLETS
AND
CATALOGS

Advertising Designers Ltd.

DESIGNERS ENGRAVERS PRINTERS

Toronto, Canada

THE REAL FARMER AND HIS PAPERS

By A. L. McCredie, Advertising Manager, Farmer's Magazine.

Robert Barr, the humorous author of "Lord Stranleigh," was twenty years old when he fell off a roof at Fingal, Ontario, and was bumped by a pile of bricks into meditation and journalism and out of Canada.

Barr once wrote in Canadian Magazine that the farmers of Canada read only the medical almanacs and the family Bible; the first because he got it for nothing, and the second because it was an heirloom!

The first time I saw Mr. Barr was eleven years ago, and he was grey-bearded then—it was a long, long time since he had lived in Elgin County! The gas engine, the self-binder, the National Exhibition have all come into familiar existence since then—and the list of farm papers!

But men in our towns, in almost daily touch with farmers, still are found with the same obsolete notions. To many our farmers still wear chin whiskers tinted with eating tobacco, and cowhide boots greased with "mutton taller." Such a type went out with the "cradle" a generation ago.

A quarter million farmers subscribe for Canadian farm papers. Every man of them buys "Sunday" shoes; and every one has a home and money to furnish it with good things. There are a million farmers in Canada, but the quarter who read our farm journals are coming right along with the times. The rest borrow their papers or copy the examples of their buying—they are backward or they would also be taking the papers; but they must follow the leaders or quit farming.

Vast trading enterprises such as the departmental stores have been built up by mail-order methods upon the farmers' demand—and the keystone of such structures has

been direct advertising. It is worth while looking very closely into this market, and noting its wonderful growth.

Eighteen years ago the farmers of Canada were, largely, those of Eastern Canada. Now the talk is all of the West, and it is certainly worth the discussion. Yet Ontario still produces more farm products than all the rest of Canada. Eighteen years ago Eastern farmers were just coming "out of the woods" of the hard times of the 80's. They were reducing mortgages and putting in permanent improvements—and "set-

THE OUTSTANDING

MERITS

of the CANADIAN COURIER demand for it the favorable consideration of advertisers in Canada.

We are proud of the leading position the COURIER holds amongst periodicals in Canada—because of its large circulation, its high character and its very desirable class of readers, all of which combine to make it a most profitable advertising medium.

Consider well a circulation exceeding 27,000 which is increasing at the rate of over 1,000 a month, thoroughly national in character, distributed over the nine provinces of the Dominion, and you must be convinced of the potency of the COURIER as part of a Canadian advertising campaign.

Detailed statement of circulation, rates, etc., gladly furnished on request.

THE

CANADIAN COURIER

TORONTO

Advertising Your Advertising!

You, Mr. Publisher, have so much white space to sell! It is your greatest source of profit. But how to reach the buyers of space is your problem.

Economic Advertising

will help solve this problem for you in the most economical and practical manner.

"Economic Advertising" is the advertisers' paper of Canada. It airs their grievances, discusses their differences and lends its aid to the solutions of advertising problems. It makes for more and better advertising.

"Economic Advertising" is read and appreciated each month by every National Advertiser who is worth while.

Isn't this the medium in which to tell your message regularly and forcefully?

Write for rates and information

ECONOMIC ADVERTISING

MAIL BUILDING, TORONTO

ting-up" their sons in the hopeful Northwest.

In ten years after 1893 the average increase in yearly farm incomes had reached $200.00! The more progressive farmers, of course, could show much greater gains in yearly cash prosperity. In the same ten years the West has grown twenty fold in net output. It was not till 1889, you will remember, that the whole Northwest shipped out a whole million bushels of wheat in one year. This year we look for a two hundred million bushel crop!

Last year we exported over $140,000,000 worth of farm products. This represents less than 20 per cent. of the total production. The farmers themselves consumed $336,000,000, and never missed it! The home market—town and city consumers of foodstuffs—paid the farmers $224,000,000 for what they used. The farmer pocketed or banked $364,000,000 as a cash surplus out of which to pay for "extras"; new goods, such as furnaces, pianos, phones, phonographs, plumbing, lighting and water service systems, books, insurance, guns, gas engines, autos and a host of other things. And the above figure understates the actual buying power of the farmers of Canada.

That our manufacturers are not getting their share of farmers' expenditures is shown by the fact that over $80,000,000 worth of foreign goods were bought by our farmers in the same year. This was one-third as much as our total value of home manufactures! Here is food for thought. There must be reasons for the fact, that the average Canadian manufacturer might have sold to the farmers alone a one-third increase of his output—and didn't!

No doubt our tariff in some few cases is not sufficient to enable manufacturers to undersell imported competing goods. Equally, and probably more true it is, that manufacturers able to undersell as protected are trusting too serenely to their protection, and failing to see that outsiders are pushing their goods more energetically, though for smaller profits. But

the real, big reason is that they haven't advertised the goods enough.

Our farmers are over sixty per cent. of our total population. They buy more than that proportion of manufactured goods. They are men of substance, of yearly surpluses, of secure buying power. They buy all kinds of goods. They are not so fickle as city buyers, and their "goodwill" is worth more. No class can possibly repay expenditures for publicity so well. Yet they have been least considered.

A manufacturer in Guelph once told me that farmers were too mean and parsimonious and dishonest to buy anything they could

Lithographed in
Three Colors
by

The HOUGH
LITHOGRAPHING
COMPANY, Limited

High-Grade
Color Work our
Specialty

96-104 SPADINA
AVE., TORONTO

Alexander Macpherson
President

The Edmonton Journal

(MORNING AND EVENING COMBINED)

Now operating new 24-page Hoe press equipment and can use your mats.

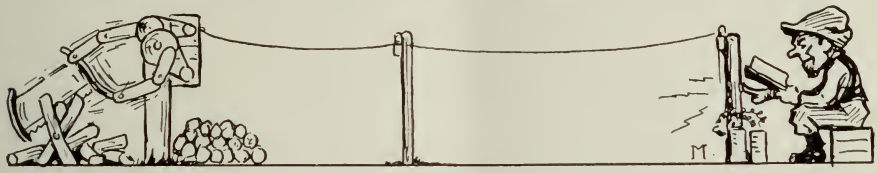
Circulation—Sworn daily average for July, 7,994.
Circulation for first 15 publishing days of August, 8,119.
Rate 28c. per inch flat, commencing November 2nd.
Position 25% additional.

Detailed sworn statement of circulation showing distribution furnished on application, examined by Association of American Advertisers.

M. R. JENNINGS, Editor and Managing Director

J. MACLAREN, Advertising Manager

do without. He had once found a harrow tooth in the dark interior of a Thanksgiving turkey, got on the farmer's market! Another manufacturer, of pianos, once told me that he spent most of his large appropriation in farm papers because farmers were his most numerous as well as most secure customers! With such an experience



he did not hesitate to increase expenditures in farm papers by over thirty per cent. in one year. That disposes of the "penurious mossback" theory.

No class has been more progressive than the more alert half of our farm population. They have jumped at the chances of labor-saving and of improving their products which industry and science have offered. New kinds of implements have always found a ready market. In fourteen years following the McKinley Tariff the enforced *new* bacon industry increased in exports from nothing to over $15,000,000 worth. The seed was sown and watered by scientific agriculturists through the medium of the farm papers, as in the case of every other development for increase of profits or betterment of conditions.

The farmers offer a "quality market." Price is no object if the value can be shown. The farmer studies over his purchases more than most city buyers—but he buys. He is slow in answering advertisements where the suggestion is new or the advertiser a stranger. He pays little attention, in most cases, to "guff." He is suspicious of all but the plainest language—not because he can't understand or appreciate poetry or extravagant eulogy, but because business is better done in plain terms. He has the money to buy, and he only wants to be shown the *best* way of spending it.

The bane of the jobbing system of distribution without consumer advertising is price-cutting. Since the farmer buys sixty to eighty per cent. of such goods in practically all "consumer" lines, most of the advertising that must be done to hold prices and the jobber as well, should be done straight at the farmers. At present the town minority of consumers are hammered overmuch and the farmers in many lines practically neglected. The exceptional cases are of those manufacturers who are building with an eye to the next six to twenty years. There are over a hundred of the strongest, shrewdest manufacturers advertising in this way in Canadian farm papers, using extensive spaces, as a result of years of experience. Such are each year going in more strongly. Their chief difficulty is to get enough

ELECTROTYPING STEREOTYPING

WE have the skill, experience and up-to-date foundry equipment for turning out the highest grade of——

Electrotyping
AND
Stereotyping

Among our regular customers we number many of Canada's leading firms and agencies, and we invite your patronage.

Prompt delivery and careful carrying out of instructions guaranteed at all times. Our prices are moderate and the quality of our work uniformly high.

WRITE FOR QUOTATIONS ON YOUR REQUIREMENTS

NATIONAL ELECTROTYPE & STEREOTYPE CO., LTD.
73-81 Adelaide St. W., TORONTO

The
Gazette
1778 1911

¶With 133 years of ever-increasing supremacy to back it, THE GAZETTE, Montreal. easily leads in the pulling power of its clientele and its reputation for good old-fashioned integrity and stability.

It will make its presence felt when included in your fall campaign.

The Gazette - Montreal

net circulation. Their chief fault is that too many do not realize the value of summer advertising.

A final word about "clean advertising." The day has surely arrived when respectable goods should be allowed to travel in good company. Consumption and cancer cures, intoxicants, electric belts, "get-rich-quick" and "get-it-free" rubbish should not be allowed to jostle pure cocoas and prepared foods, guaranteed gas engines and fuel-saving furnaces. When they do, what *is* the reader to believe?

The farmer has been considered fair game for this disreputable line of parasites. Most farm papers have unfortunately lent their space in aid, as have the local weeklies and the city dailies of the highest repute. It is plainly a matter for the individual advertiser. He can help the rapid disappearance of unclean, cheap swindles from the advertising columns of his mediums by "choosing his company." It is bound to come some day. In that day advertising will have double its present efficiency.

GOOD ADVERTISING FOR TECHNICAL PAPERS

Gordon C. Keith, B.Sc., Editor The Canadian Manufacturer and The Railway Journal.

The function of technical papers is to give the readers information and ideas on how to do things. A reader expects, therefore, to learn about materials, machinery, etc., in the advertisements as well as the editorial columns. When he reads of a new process in the editorial columns, he looks up the advertising pages to find out, not only *where to buy* the necessary machinery, but *how to use* it.

Since a man takes a technical paper for information along certain lines, it is up to the advertiser to include in his advertisements information about the machinery he is placing on the market. It is, therefore, necessary for the advertiser to pay special attention to this feature of advertising.

A number of technical papers have advertising departments for assisting in the preparation of copy. One paper published in United States has a technical man who travels among advertisers gathering information for them to include in their advertisements. He also visits the users of the machinery, and the result has been a great advance in the quality of the advertisements. In this way the selling value of the advertisement is largely increased.

By including information in the

What's the Good of a Magazine Subscriber to You?

It is his purchasing power. The subscriber who reads the advertisements, who answers them, who buys through them and is convinced by them, is the subscriber worth while.

That's where **CANADA MONTHLY** delivers the goods

In Western Canada the wheat crop alone will amount to more than $200,000,000.00 this fall.

Do you know that about 75% of CANADA MONTHLY'S circulation is west of Port Arthur? And that its circulation is the QUALITY CIRCULATION you are looking for?

In making up your list of advertising mediums you cannot afford to overlook CANADA MONTHLY.

J. B. MONTGOMERY, Advertising Director

WINNIPEG TORONTO LONDON CHICAGO NEW YORK

Among the six dailies in Toronto, each of which has its own "field" and is a proven good advertising medium, a prominent position is held by

The (Toronto) News

Advertisers in the past got good results; advertisers are at present getting better results, and you in your future advertising in THE NEWS will benefit by the increased pulling power of the paper. Get after the business your copy in THE NEWS will bring.

Pick the ripened plums now! Communicate with

C. S. FURNESS, Advertising Manager

NEWS PUBLISHING CO. LIMITED TORONTO

advertisements, I do not mean to take a page from the catalogue. If the reading matter is packed

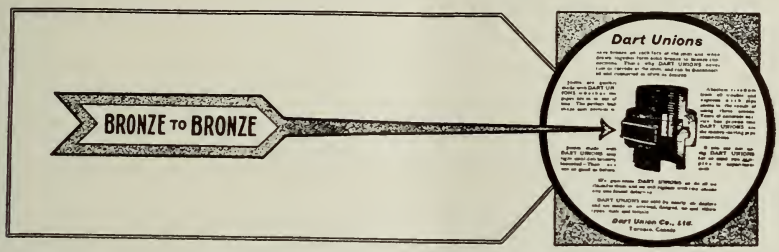


Fig. 1—One of the best advertisements that has appeared in the technical press for some time

and crowded, it is so difficult to read that the advertisement will not obtain the same attention as one in which the main points are concisely stated without going into too much detail.

For some time there appeared to be a fear among technical advertisers that stating specific facts would result in giving away trade secrets. This fear, however, is groundless. They are no longer afraid that competitors would get hold of their ideas. For a manufacturer to advertise that an engine stop makes the engine safe, or that he makes engine stops, wouldn't make much of an impression on the readers. Advertisements should contain concrete facts, and so the vital parts of the engine stops are pointed out and illustrated, and competitors who can get any ideas from the good points shown are welcome to them.

S. Roland Hall says: "'Best material' doesn't mean much. If your 'best material' is well-seasoned hickory, for goodness' sake say so, for that statement brings up a graphic mental picture that 'best material' can never produce.

"If the cylinders are made of close-grained iron, thick enough to be rebored if necessary, don't content yourself with saying that the cylinders are strong. Give the

The combination of the operator and his machine forms a production unit. The efficiency of that unit depends largely upon the handiness of the machine. On most jobs the operating time is longer than the cutting time. The handiness of Cincinnati Millers reduces the operating time. This feature is as important as heavy cutting capacity. That is why we have given it special attention in all our designs and have developed handiness farther than any of our competitors.
The Cincinnati Milling Machine Co.
Cincinnati, - - Ohio, U.S.A
Canada Agent:
H. W. Petrie, Limited, Toronto, Montreal and Vancouver

Fig. 2—An excellent advertisement, showing care, foresight and study

facts, and give them as interestingly as possible. Don't exaggerate or try to be clever; just be

Eight Highly Specialized Papers

¶ The best medium for the advertiser who wants to reach any special class of buyer is the paper most largely read by these buyers.

¶ Each of the eight papers below covers its field better than it can be covered in any other medium or combination of mediums.

The Canadian Manufacturer

Reaches the executive heads—the men who buy—in the factories, mills, and all industrial works in every part of Canada.

The Railway Journal of Canada

Reaches the practical men in all departments of steam and electric railways.

The Iron Trade Journal

Reaches the blast furnaces, rolling mills, boiler shops, foundries and metal merchants throughout Canada.

The Canadian Clay Worker

Reaches the makers and dealers in brick, tile, sewer pipe, etc.

The Merchant's Magazine

Reaches the general stores in Ontario, Manitoba, Alberta and Saskatchewan.

Canadian Hardware and Stove Journal

Reaches the hardware and stove dealers in every section of Canada.

The Canadian Builder

Reaches the builders and contractors, carpenters, masons, plumbers and steam-fitters.

The Canadian Nurse

Reaches the hospital superintendents and professional nurses of Canada.

Full particulars re any of these for the asking

The Commercial Press Limited

408 McKinnon Building, Toronto

full of faith in your product and as earnest as you can."

In Fig. 1 is shown one of the best advertisements that has appeared in the technical press for some time. It ran across the top of two pages, a position practically impossible to obtain regularly. While emphasizing the name, it gives the reader an idea of what the advertiser wants to say in the first line, "Dart Unions have bronze on each face of the joint, etc." The reader does not

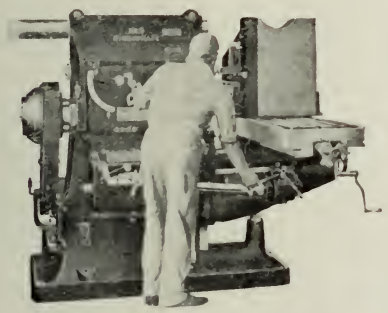


Fig. 3 Striking use of an illustration

have to read down into the body of the advertisement to find out what the maker of Dart Unions wishes to say.

Canadian advertisers are learning to use illustrations to advantage, and there is a marked improvement in recent years in advertisements in Canadian technical journals. One manufacturer of machine tools uses illustrations to good advantage because of the cover positions where his advertisements appear. On account of these positions little more than illustrations are necessary. Position in the technical press is often more important than the composition of the advertisement, but in-

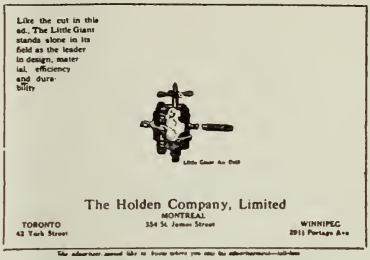

Like the cut in this ad., The Little Giant stands alone in its field as the leader in design, material, efficiency and durability
The Holden Company, Limited
MONTREAL
TORONTO
43 York Street
354 St. James Street
WINNIPEG
291 Portage Ave

Fig. 4 - An effective use of white space

serts and large displays are good alternatives.

Some advertisements show a great deal of care, foresight and study. Such an advertisement is shown in Fig. 2. A striking use of an illustration is shown in Fig. 3.

Fig. 5 - Always a good form of advertising in technical papers

The point to be made at once strikes the reader and hardly

WINNIPEG

is essentially a "Two Paper City." With scarcely an exception advertisers recognize this fact and invariably choose

The Telegram

as a paper having an EXCLUSIVE and QUALITY circulation.

The Telegram's circulation is not duplicated, or to an appreciable extent shared by any other newspaper. Being the chief Conservative newspaper of the Middle West and the only Conservative paper in Winnipeg, the Telegram has a wide field almost exclusively its own, and no other paper, however strong, can reach the Telegram readers.

No matter how large or how small your appropriation, no campaign can be made a success without the Telegram. No other newspaper or combination of papers can take your announcement into the homes where the Telegram is the paper of the choice.

The Sworn Daily Average Circulation Exceeds 37,000

In the last five years the circulation has more than doubled, but at no time in the history of the paper has the output increased as rapidly as in the last few months, necessitating the installing of the fastest sextuple press in Western Canada.

Telegram advertisers profit by the loyalty which these readers maintain towards their favorite paper.

Flat Rate Daily, 4½ cents a Line or 63 cents an Inch

RATES ADVANCE OCTOBER 1st to FIVE CENTS

Flat Rate Farmer's Weekly Telegram, 5 cents a Line or 70 cents an Inch

FULL PARTICULARS FROM ANY GENERAL ADVERTISING AGENT, OR

J. B. RATHBONE,

43 Victoria Street - Toronto

requires the additional information: "The operator can stand close up to the work, with the cutter in full view, and control the machine from this position."

Fig. 4 shows a clever use of white space, making the "Little Giant Air Drill" stand out in a striking manner. While this is not a style to be recommended generally, it is much more preferable than filling the space with a lot of printed matter, which, though the matter is excellent, seldom draws as much business. A crowded advertisement is often passed by, by a large number of readers.

Fig. 5 shows an advertisement that is always good form in the technical press, and very effective. Naturally the kind of treatment adopted must depend upon the amount of money available, but an advertisement such as that shown in Fig. 5 is sure to give good returns for the money invested.

MAKE YOUR FAIR VISIT PROFITABLE!
The Hendey Lathe
Schuchardt and Schutte Gear Hobber
Hendey Universal Millers
20" American Tool Works Shaper
3 American Radial Drill
20" Barnes Upright Drill
Stirk's Iron Planers
Whitcomb Blaisdell Planers
Warner & Swasey Screw Machines and Turret Lathes
THE A. R. WILLIAMS MACHINERY CO., LIMITED,
CANADA'S LEADING MACHINERY HOUSE,
86 FRONT STREET WEST · TORONTO, ONT.

Strong machinery publicity in the daily press

CITY ADVERTISING WITHIN THE CITY

Many of our Western Cities have launched campaigns to advertise themselves, with abnormal success, but most of our Eastern Cities are still sadly lacking in this respect, The following article by E. M. Kahn, from Printer's Ink, tells how Cincinnati effectually smothered the town knocker, by co-operation and shoulder to-shoulder boosting. It is well worth perusal.—Editor.

Cincinnati, like other progressive municipalities, has many knockers, ever-ready to criticize the city's backwardness, lack of united civic effort and a thousand and one et ceteras salient in the grouch's lexicon.

In the language of one citizen, the time had come to "squelch" the inveterate knocker by united, shoulder-to-shoulder boosting.

The Cincinnati Commercial Association is one of several boosting organizations, whose specific purpose is to attract outside trade and capital to the city.

Not content with conducting

trade-expansion trips to new territory, the association launched an effective advertising campaign at the business men and business organizations of the city.

The chief motives were to advertise Cincinnati, first of all, to her own citizens, to war against the chronic attacks of the knocker and shout him into oblivion, and to invite membership into the association.

First came newspaper publicity, of course. Then terse circular letters were mailed to every business institution in the city.

The gist of the arguments was that a knocker had no right to criticize conditions which he was not trying to improve.

This was followed by a huge, attractive poster, which was aimed likewise. Across the top it read: "The Town Knocker," three words which caught the eye. Underneath this: "Boost for Cincinnati? Who, me? What's the use? No one else is boosting. This town is a dead one!"

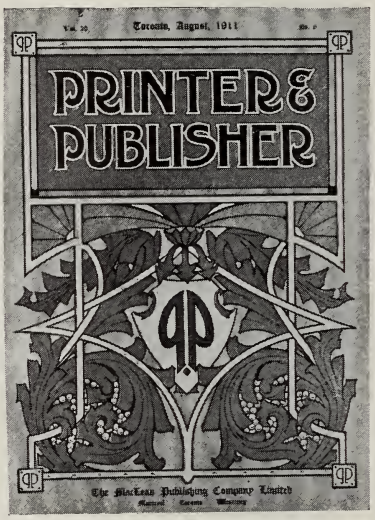
This was followed by the mild announcement that "This chap is a knocker, but doesn't know it," and then clean-cut arguments showed why he was a knocker and why it is better policy to boost.

The spirit of the campaign caught the citizens.

Skeptics became boosters.

A hundred men immediately pledged themselves at a banquet—where Hugh Chalmers helped keep the pot boiling—to spend two hours a day for ten days in storming the offices of the apathetic, to invite them into the association, to help "squelch" the knocker and boost the town.

The last publicity circular—received the day that the membership campaign opened—contained also a "Booster's Pledge," by which the holder pledged himself to "advance the commercial, industrial and social interests of Cincinnati" by "saying a good word for the city, never failing to silence a knocker," and "doing all to promote that community



Specially artistic and attractive

unity which insures civic progress and consequent individual prosperity."

On the reverse side of the card—the "License to Kick."

After a citizen had signed his pledge and had mailed it to the association his "license to kick" was in turn signed by the officers of the association and remailed to his place of business. Thus he received the official privilege of "kicking without being classed as a knocker," provided that under no

conditions would he say "that Cincinnati is not a progressive, enterprising city and that her citizens are not loyal and public-spirited."

The newspapers caught hold harder than ever. "Boosting"—a common word—became current under repeated stimulus and was recognized for the time being as the specific trade-mark of the association.

This was what the association wanted. They were after a thousand new members, irrespective of whether these members were numbered among the thousands of the Chamber of Commerce, Business Men's Club, Receivers and Shippers' Association—different types of civic institutions—or not.

For, of course, the Commercial Association had competition. Other organizations sought members and at the very same time a charity crusade was in full swing. So the Commercial Association, in the face of competition, continued advertising—with success.

Besides the mailed advertisements, newspaper copy appeared continuously, explaining that the work of the association was unique and that it did not clash with other civic bodies.

And incidentally, Chicago, Detroit, Indianapolis and Dayton took notice of these methods, while Louisville, and Hamilton, O., openly asked for "pointers."

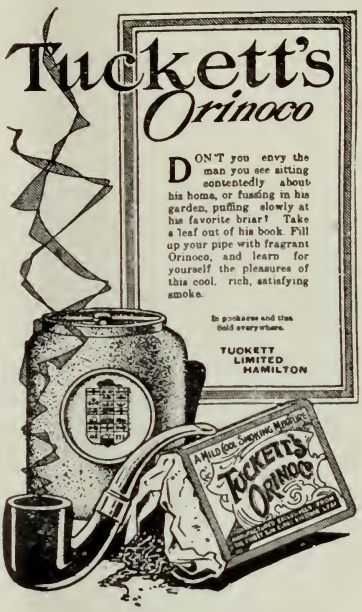
After a prospective member had been "landed" and had signed his application the association did not lose track of him. New circular letters of a personal flavor were sent him acknowledging the application, reporting on the progress of the work, inviting him to the daily banquet and asking for further personal co-operation.

New members especially were given printed publicity and encouragement.

And thus the work grew.

At the time of writing the Commercial Association has already landed 1,300 new members, all signed for three years ahead, and members are still coming in.

Score one for Cincinnati's business men and their enterprising advertising methods. And as for "those infernal pests," the knockers, being greatly outnumbered, they have quietly stolen from the scene and are silent.


Tuckett's
Orinoco
DON'T you envy the man you see sitting contentedly about his home, or fussing in his garden, puffing slowly at his favorite briar? Take a leaf out of his book. Fill up your pipe with fragrant Orinoco, and learn for yourself the pleasures of this cool, rich, satisfying smoke.
In packages and tins. Sold everywhere.
TUCKETT LIMITED HAMILTON
A MILD COOL SMOKING MIXTURE
TUCKETT'S ORINOCO

Clever conception and very attractive

ADVERTISING OFFICE EQUIPMENT

By Adam F. Smith, Advertising Manager, The Office Specialty Manufacturing Co., Limited.

No part of the machinery of modern business has been so slow to become modernized in comparison with the rest of the business as that part called "The Office."

The Manufacturer, Wholesaler and Retailer have been so busy making the manufacturing end of their business efficient; equipping the factory and warehouse with labor and time-saving machinery, and building up their sales organization, that they have neglected providing equipment for the very "Heart" of the business—"The Office."

A few examples of catalogues and booklets

The last ten years have produced more changes in business systems and methods than any other period in history. Recognizing the need of covering a larger field, and increasing sales to dispose of the output of the factory, an Advertising Campaign of considerable size was commenced by this company in the beginning of the year 1906. Previous to this time the advertising was looked upon as being unimportant, and was handled by anyone who did not seem to have enough else to keep him busy. Small spaces were used in the newspapers and a large list of trade magazines. Circularizing, consisting of printed letters and small folders, were sent out to a selected list of names throughout the country. The results from this advertising were not at all satisfactory, so with the factory building up a large surplus stock, a definite plan for advertising was planned and commenced.

Contracts arranging from 10 to 20

thousand lines were taken in the large newspapers in the principal cities where we have Branch Stores. A mailing list of 10,000 carefully selected names was compiled, and preparation made to circularize this list at least once each month. New catalogues and printed matter was prepared, and the sales organization equipped with printed illustrations and price lists, which adequately illustrated and described the goods we had to sell.

In commencing our newspaper campaign, ads of 300 and 400 hundred lines were used three times a week, for about a month. This space was then cut down to 200 lines three times each week, and continued for a year. This newspaper campaign has been kept up ever since. The ads have varied in size from 100 lines in a single column to 500 lines in three columns, the size of the ad depending upon the articles being advertised, and the desire to create a demand for that particular article. We have found that newspaper advertising influences quick results, and makes immediate demand for the goods advertised.

During six years of newspaper advertising we have used a great many styles of copy; some of which have proven useless, others detrimental, and still other kinds of copy have produced splendid results and pulled many enquiries and made sales.

During 1908, commonly known as the "Panic Year," when sales were dropping off, we introduced the cartoon idea into our newspaper advertising. Our experiences were indeed laughable, and we did not continue this freak advertising long. Experience has proven that a plain presentation of facts, told in simple language with a good illustration of the article you are advertising, mentioning the points which appeal to the buyer, and putting the price of the article in plain figures, is the most satisfactory and result-bringing way of advertising, in our line at least. Different examples of newspaper advertisements issued by this Company are reproduced herewith.

Steel Filing Cabinets
will Safeguard Your
Business Records
THE future of your business is largely depends upon the records kept in your Filing Cabinets. If these records are not protected from fire, theft, dust, vermin and damp, then how much do you value your business?
"Office Specialty" Steel Filing Cabinets are fire-resisting. The unique methods used in constructing them guarantees long wear and satisfactory service. These Steel Cabinets are exceedingly neat and pleasing in appearance. The rich dark green enamel is carefully baked on under tremendous heat, and will not chip off, or show scratch marks. Made in Bill, Letter and Cap sizes, with Roller Bearing Drawers.
This Steel Vertical Filing Cabinet, as illustrated, is letter size, with capacity of nearly 20,000 papers. We will ship one to your office on approval, and if it is not exactly as represented, send the Cabinet back at our expense.
THE PRICE IS
$35.00
F.O.B. TORONTO
OFFICE SPECIALTY MFG. CO. LIMITED
97 Wellington St. West, TORONTO
BRANCHES: St. John, Halifax, Quebec, Montreal, Ottawa, Toronto (Head Office), Hamilton, Winnipeg, Regina, Calgary, Vancouver.

A typical example of Office Specialty ads.

Our circularizing campaign has brought out many interesting experiences. The first year or so we followed pretty much the beaten path of that time of issuing printed typewritten letters; sending these out practically broadcast, the envelope containing, besides the letter,

some printed folders and a post card. At first these letters brought splendid results, but as the practice of sending out similar printed matter became more common with other firms, the returns dropped off. It was then that we introduced "Office Filing Facts," a little house organ, 6 x 4 inches in size, and containing 16 pages. The first three issues of the house organ were made to fit a No. 8 envelope, but this size was not satisfactory and was later changed to its present size.

The mailing list was carefully revised by our salesmen, and a system of reporting prospects was introduced, so that new names could be added to the list from time to time and "dead" names taken off, thereby keeping the mailing list in clean and good order.

"Office Filing Facts" was improved in many ways; instead of being printed in one color only, two or more colors were used. The articles on Systems and Office Equipment were written by the heads of the different departments, who told of the use of the Systems from practical experience. "Office Filing Facts" has probably produced more direct enquiries than any other means of advertising we have issued.

From a circularizing standpoint, where a selected list of names can be used, and when the list does not exceed 10,000 names, a House Organ is ideal. It does away with all miscellaneous circularizing, by concentrating all your efforts on the one medium, thereby saving considerable postage, and time in preparation.

The House Organ makes a splendid connecting link between the house and its customer; if the articles are made bright and interesting, and contain information which is useful and practical, and show how different methods of filing records and other business papers, and of handling the routine work of the office, which will be read, not only by the heads of the House, but by the clerks and stenographers, who frequently have considerable in-

They're all Equipped with Dunlop Tires
Wherever there are good roads there are automobiles; and wherever there are automobiles there are
Dunlop Tires
Get your share of fresh air—run an auto of some kind There are many to choose from—all good—any one better than none And when you buy your Car, see that Dunlop 1911 Tires are specified
DUNLOP TIRE & RUBBER GOODS CO LIMITED
Toronto Branch and Tire Repair Station
86 Adelaide St. West
Phone Main 5140
Head Office and Rubber Works
Booth Avenue.
Phone Main 7473
For Sale by all Dealers

Not so good as usual.

fluence in purchasing filing cabinets and other office supplies.

The most important feature of all in connection with the circularizing is to have a proper list of names. Hundreds of dollars can be wasted by not checking over the mailing list at least once every three months. Our mailing list is divided into sales-territories, and the salesman in each territory is made responsible for his portion of the list, and as he knows the benefits to be derived from the circularizing, he is careful

to keep the list in good shape. Another stimulant to keeping the list cleaned up is the fact that all circularizing and advertising done in each territory is charged as an expense to the territory.

Of equal importance to newspaper advertising, circularizing and other means of keeping enquiries is the proper printed matter to follow up the enquiries, and produce sales.

Enquiries from out-of-town customers are first answered by mail, and are then turned over to a salesman to close, providing, of course, that the salesman will be in that particular town within a reasonable time. It is particularly difficult to sell Filing Cabinets and other Office Equipment of a bulky nature by mail; usually the customer wants to see the filing cabinet or desk in order to make a selection.

We receive a large number of enquiries from firms so situated that it is not possible to see the actual goods, and we present to these firms a life-like illustration of the filing cabinet they need. Our catalogues are printed with illustrations, colored in a close reproduction of the actual cabinets; by so doing out-of-town customers can order direct from the catalogue, and know what the goods will be like before they are received.

We pay a great deal of attention to our printed matter, and besides the two principal catalogues, one of which shows all Filing Cabinets, and the other all Supplies, we issue some six to ten miscellaneous catalogues and booklets during each year. Too much importance cannot be placed upon the necessity of carefully prepared, well-printed catalogues and other literature. We know of many cases where we have won sales from out-of-town customers simply by the excellent way our catalogues are printed. The printed page is a great factor in modern business, and a large part of the success of our advertising campaign can be directly traced to the printed matter we issue in following up enquiries.

In the cities where we have Branch Stores, which are necessary to get a quick delivery of goods in districts widely separated from our factory, the window displays have proven to be the best means of bringing customers into the store. We pay a great deal of attention to window dressing and have uniform displays in our different Branches as far as possible. Suggestions are sent out from the Advertising Department, and one person in each Branch has charge of the windows. In some of the larger Branches competition is held between the salesmen, each of which has charge of the window for one week, and a prize is offered for the best window during the month.

Our present Advertising Campaign consists of newspaper advertising, covering a selected list of papers throughout Canada; a limited magazine advertising, and a strong circularizing campaign, including "Office Filing Facts," and some special "broadside" Folders, 14 x 21 inches in size. Each of these Folders feature some article, and the salesmen follow up the mailing of the folders, with calls on their customers within a few days. By this co-operation results are achieved which would otherwise be lost.

CAN AD RESULTS BE TRACED?

The Opinion of one of Our Largest Advertisers. By H. O. Edwards, Advertising Manager, Canadian General Electric Company, Ltd. This is a feature in Advertising that claims the fullest discussion. We welcome contributions to our columns telling of experiences of other advertising managers in other lines of business.
—Editor.—

One of the most important duties of an advertising manager is to be able to trace inquiries to their several sources, not only because in this way he can check his estimates of the value of the mediums, but also the pulling value of the advertisements.

In a large manufacturing establishment, selling a variety of lines, it is almost impossible to reach this result. The advertising manager has, therefore, "to go it blind," justifying his expenditures simply by the general growth of the business, and by being able to particularize his advertising only by the fact that different districts show different percentages of growth on which his advertising may have had some effect. Laboring under these difficulties, and because of them and the impossibility of creating any delay in handling mail matter, the thought of the general follow-up system has to be abandoned. At intervals, and on special lines, the follow-ups have been developed to good advantage; but this is the exception rather than the rule. Of course, you will understand that follow-ups on inquiries are carefully looked after. Therefore the only method of judging the value of the mediums is by obtaining from the publishers a statement not only of the publication, but also the character of the circularization. An investigation oftentimes will show that the name of the journal does not at all indicate the class of its subscribers. This is especially true of papers in the eastern and western provinces.

After ascertaining what percentage of the subscribers of a given medium are possible buyers of his goods, the advertising manager must decide whether the value of the space is equal to the percentage of possible buyers. This being done, well-illustrated copy must be prepared particularly adapted for the class of subscribers who will read it.

Descriptive catalogues containing prices, for the buyer, and well-designed and attractive literature for the seller, supplied on request in liberal quantities, complement the trade paper advertising.

Some lines admit of show cards for window or counter decoration, and are often of value, if attractive enough to command space in which to display them. This is left largely in the hands of the travellers to arrange and ask for.

DOES HONESTY PAY?

The Captious Critic in a New Role.

I am a "doubting Thomas."

And the reason for my doubts lies in the circulation statements of some of our leading magazines.

Now I am not going to mention names because the list would be too long. The man will wear the cap which he finds fits him.

More than one magazine is claiming a number of pages of advertising, that is hardly equalled by the best on the other side.

But the price per page—Ay! There's the rub indeed!

They haven't the circulation that will warrant higher prices, and the actual circulation they have they are ashamed to state.

I have the highest admiration for, and interest in, good, clean magazine advertising.

But those circulation figures—in not one, but half a dozen periodicals. How they appal us!

And how unfair they are to the man struggling along with the burden of a genuine paid circulation of about one-third of what the other men are quoting, simply because he prefers to be honest!

We do not propose to mince matters.

The paper to which we refer above has repeatedly lost national business, because they could not conscientiously show the circula tion their competitors claimed for the same price per page. Did honesty pay in this case?

There is one remedy and one only. The gauntlet is down, and the time is not far distant when every advertiser will demand *proof positive* of the circulation which the solicitor claims.

When you buy a pound of sugar in the grocery store, you get 16 good ounces, or you know the reason why. And why, in all reason, should not the advertiser be able to demand *proof* of the circulation of the paper in which he is buying space. The magazine or newspaper which gets your advertising by means of false circulation figures is as big a thief as the storekeeper who sells you short weight.

We reiterate, that we are knocking no one paper. There are several sinners.

That beautiful theory, so explicitly expounded at the Boston Convention, has not reached the inmost soul of the majority of Canadian magazine publishers, by any manner of means.

Solicit ads on the circulation basis—that is the only guide the advertiser has to the value of your publication—*but*, throw your books open, court enquiry, issue sworn monthly circulation statements, and you will find that the field for the magazine in Canada will be no less profitable than it has proved in the States.

The Daily Press has given you the lead, it is up to you to follow.

1857—1911

The Wisdom of the Ages

The attainment of success in business, simmered down, is one word, **"Advertise!"** *In choosing a medium* **result giving** *should be the first consideration.*

The Hamilton "TIMES"

is the proven value-giver. You cannot cover Hamilton and district without the "Times"—thousands of exclusive readers. **Printing** *of all kinds a specialty. Communicate for rates.*

"Times" Printing Company Limited

Hamilton, Canada

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

More than 75 per cent. of all the Newspapers in Canada are Country Weeklies.

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

Country trade is valuable and sticks. It is useless trying to capture it except through the Local Weekly.

The largest and most successful advertisers invariably use our list of Country Weeklies.

Sworn Circulation for 1910, 2,708,388. Weekly Average, 52,084.

Hamilton Newspaper Union

Hamilton, Canada

MEN AND MEDIA

J. H. Cranston and John M. Imrie, treasurer and secretary of the Canadian Press Association, represented that body at the annual convention of the Western Canada Press Association, which was held in Regina on August 3rd and 4th.

Mr. Cranston gave an address on "The Value of a Daily Section," and Mr. Imrie conducted a cost conference.

The Western body decided to affiliate with the Canadian Press Association.

* * *

J. A. McCullough has resigned his position in the Advertising Department of the Winnipeg Free Press, to take charge of the Advertising Department of "Der Nordwesten" and "Farm und Haus"—the leading Western German papers.

* * *

Owing to the announcement of the General Elections, the Annual Meeting of the Daily Section of the Canadian Press Association, which was to have been held in Kingston on August 17th and 18th, has been postponed till some time in October.

The meeting of the Canadian Advertising Agents Association, to be held at the same place, has also been postponed.

* * *

The following motions were passed at the Boston Convention:

That a committee of seven, with power to add to their number, be appointed by the chair, Frank Presbrey, of New York; such committee to be known as The Committee on National Organization of an Association of Advertising Agents.

Further, that this committee be instructed to elect a permanent chairman and secretary, and that it shall prepare, in as much detail as possible, a plan for a National Organization of Advertising Agents, and submit the same, together with a constitution and by-laws at a convention to be held not later than March 1st, 1912, to which all recognized Advertising Agents shall be invited.

* * *

We understand that the Canadian Press Association are organizing a comprehensive plan of advertising which will probably be launched early in the new year.

* * *

J. T. Townsend, till recently eastern manager of MacLean's Magazine, has been placed in charge of the new advertising department of the Montreal Light, Heat and Power Co., who will launch a heavy campaign this fall for the purpose of educating the public in the use of modern electrical devices. Mr. Townsend has gained a varied soliciting and copy-writing experience with the Times, St. Thomas; the Montreal Star (Toronto Branch), and the News, Niagara Falls.

The newspaper advertising will be supplemented by house to house

demonstrations, window displays, and then auxiliary schemes of publicity.

* * *

The Commercial Press, Limited, have purchased from the Acton Publishing Co. their Trade Journal, the Canadian Builder and Contractor, which will be renamed the Canadian Builder. The field covered will include the Carpentry, Masonry, Plumbing and Heating Trades. D. O. McKinnon has been appointed Manager.

* * *

John M. Imrie, editor and manager of Printer and Publisher, has been appointed permanent secretary of the Canadian Press Association, with offices in the Lumsden Building. He will give one-half of his time to the association, while continuing his present work on Printer and Publisher.

* * *

Mr. A. E. Dean has disposed of his interest in the Canadian Century Publishing Co., Ltd., and has resigned as General Manager of the Canadian Century magazine, which he established in January, 1910. It is his intention, after a short holiday at Lily Dale, N.Y., to return to Canada and re-engage in the publishing business or in one of its allied branches.

* * *

Der Nordwesten has changed hands as from Aug. 1st last, it having been purchased on that date by prominent financial newspaper men of Winnipeg from Hugo Carstens, the German consul for the Western Provinces. The new manager is Gotthard Maron, who was previously editor only.

* * *

It has been decided to have a meeting of the Toronto Ad Club on September 14th, at 6.30 in the evening, at McConkey's, at which E. St. Elmo Lewis would be invited to speak. It was also decided to request Controller Ward and Alderman Macguire, the city's representatives at the Boston Convention, to attend this meeting. The Constitution is to be amended to make the dues $1.00 per month, so as to allow for broken quarter dues to be paid. It was decided to charge out-of-town members $5.00 per year dues with no initial fee, and to limit the membership to 100.

The Cobalt Daily Nugget

is the only daily paper in Northern Ontario.

CIRCULATION
4,000
A DAY

The rapid growth of this district makes it too important to be overlooked by the general advertiser.

FINANCIAL ADVERTISING

By A. C. Snively, Associate Editor "The Financial Post of Canada"

For some reason, financial advertising has, in few instances, reached the advanced position attained by other branches of the art. Many brokers still believe that space is the only necessary part of advertising. With space paid for the office boy can get together the matter which is to fill it. Of course, conditions in the financial world have changed materially in the past few years, which in some degree accounts for this fact. A class of investors is growing up which was not considered as a serious factor a few years ago. At that time this class was left to feed the avarice of the "get rich quick" promoter. This class, indeed, was discovered by those undesirables who really were the first to advertise their goods in a sane, up-to-date, though none too truthful, manner. This class is numerous. Its members have savings, varying from a few dollars up to many thousands, seeking investment; above all, however, they are deplorably ignorant about investment making. This they themselves realize in a vague way, and so among such people, Canadian financial papers find their field of greatest usefulness.

This is the class the financial fakirs reached. This class the legitimate houses are now beginning to reach for.

What is the best way to do it?

The very few financial houses that made anything like a business-like effort to interest this class in their offerings, took a leaf from the book of the "fakirs." They started in on a campaign of education. The new field was composed of those in the outer darkness, as it were, seeking light. The success of the plausible buncombe of the fakirs shows how eagerly many investors follow the advice, good or bad, of careful worded advertisement. So the legitimate houses have taken up this form of advertisement and its success appears to have been immediate.

A high type of financial advertisement
Informative, attractive and dignified. A good example of how brokers can advertise without anything to sell

Now financial advertisers are divided into two classes: those that have something tangible to sell, and those who buy and sell only on commission. The advertising of the former is a comparatively simple matter. The investor wants fact. Catch-words and phrases and the clap-trap of the other branches of advertising only make him sus-

The Farmer Feeds Us All

It pays, therefore, to keep on the right side of him —both for supply and demand. You cannot do this better than by using the advertising columns of

THE FARMER'S ADVOCATE and HOME MAGAZINE

The long-tried and trusty guide and advocate of the best farmers of the Dominion of Canada, founded 1866, and published every Thursday. Send to-day for sample copy and advertising rates. Address:

THE WILLIAM WELD COMPANY, Limited
LONDON - - - - - - CANADA

In the thirty years that have elapsed since its foundation

THE TRIBUNE

has achieved success solely on its merits as a business proposition.

LOCAL ADVERTISERS WHO HAVE BEEN USING IT ALL THESE YEARS ARE BUYING MORE OF ITS SPACE THAN EVER BEFORE. IF IT PAYS HIM IT WILL ALSO PAY YOU. TRY IT.

TRIBUNE PUBLISHING CO.

DAILY TRIBUNE Evenings — WINNIPEG — FARMER'S TRIBUNE Wednesdays

Rates and Samples on Application

picious. Paid "readers" are ineffectual and leave a distasteful impression. Their very obviousness tends to give the reader a feeling that something must be wrong with what they aim to "boost" or they would be unnecessary.

The dignified advertising of Canadian bond dealers shows what experienced investors expect. And the inexperienced cannot fail to be impressed with a perfectly simple statement of fact, particularly when care and discrimination have been displayed in the set-up. The chief features should be emphasized as in all other classes of advertising; but it must be done in a manner that would not seem out of place in the front page of a conservative newspaper. In the case of advertisements of public offerings of new issues, the financial summary of the situation and the other matter contained generally lends itself admirably to a modest sort of display

Selecting a Safe Investment

Requires Ability, Experience and Conservatism

Our success as brokers depends on our ability to select safe investments adapted to the needs of each investor. Consequently, we serve ourselves in serving you. We are familiar with standard investment securities of Canada and the United States, and will give you our opinions as to their merits; or we will investigate and report, without charge, our opinion of the merits of any with which we may be unfamiliar.

Write us regarding the bonds and stocks you own or those that may be offered to you or that you contemplate buying. Such a request will place you under no obligation whatever to us.

Postal Life Building **C. M. Keys** New York, N.Y.

Making the most of space
A good example of how to get investors to write in. A mailing list is a valuable asset to a financial house

which is pretty hard to overdo if the least discretion is exercised.

But this is a small side of the possibilities of financial advertising. For example, brokers on the leading Canadian Exchanges cannot advertise, or advise purchase of any of the securities listed thereon. Nor have some bond dealers a list of offerings worth publishing. This is where great ingenuity must be displayed by the publicity man. Many authorities question the advertising value of a "standard card." It has its good points, but certainly is not the wisest form of publicity. What

JOHN DOE & CO.

DEALERS IN BONDS

555 St. Peter St., Quebec

Wasting good space
A few carefully thought out sentences would attract enquiries from investors. This attracts only the man who is in a hurry and picks on the first name he sees

should be aimed at is to advertise in such a manner as to elicit a reply from the interested prospective investor which may be followed up by letter and which gives the advertiser the valuable asset of a mailing list of persons interested in financial matters, investment or speculative. There are three or four legitimate investment houses other than bond houses in Toronto doing this in a very clever manner by means of short instructive talks, ending with an offer to forward particulars and statistics bearing on any security desired or suggesting that the reader ask for their market letter. As brokers are looking for new clients, and are not aiming to steal them

¼ of Canada's Population is French-Speaking

and can only be reached through papers printed in French.

If you are advertising in the English papers only, you are overlooking about 2,220,000 well-to-do citizens.

Is this good business?

La Presse (daily) covers Montreal and the other big centres of the French-speaking population of Canada thoroughly.

It is used by the largest local and general advertisers in the country with wonderful results.

It is the largest daily newspaper in Canada, without exception, and its rate for advertising space is the lowest, pro-rata to the number of copies distributed.

No wide-awake business man can afford to overlook these facts.

La Presse (weekly) covers the French rural and village population as thoroughly as the "daily" covers the cities and large towns.

GET FURTHER PARTICULARS

LA PRESSE

MONTREAL, CANADA

Largest daily circulation in Canada without exception

Sworn daily average circulation for July, 1911,

104,633

Ontario and Western Canada Representative

HENRY W. KING

303-304 Telephone Building.,
76 ADELAIDE STREET W., TORONTO
Telephone Adelaide 1563

from each other, this quasi-educational method is the only sensible way in which to gain this end. But it requires a very considerable experience in finance to be able to write copy for such advertising, and the Canadian advertising man who shows even the rudiments of ability in this direction can turn his talent to good account right in Toronto. For at least two of the above-mentioned clever advertisements are the product of an American firm.

One of the most effective financial advertisements which it has been my good fortune to see is that of A. E. Ames & Co. above, which appeared in The Financial Post, in an inch and a half border of white paper. The blank border struck the eye at once without any suggestion of insincerity which a fancy rule black border sometimes gives; while the form of the set-up as well as the copy are in a class by themselves.

There is unquestionably a very wide field for sane financial advertising, but it should be educative and, indeed, in a large proportion of instances, the education must start with the advertiser to persuade him that this is so.

THE SERIOUSNESS OF ADVERTISING

By Frank Presbrey

Extracts from Address to the General Advertising Agents at the Boston Convention.

My entree into advertising work antedated the so-called modern period of advertising as we understand it to-day. I refer to that, not because it has the least importance in itself, but simply to emphasize the fact that modern advertising in all that these words signify, has been a development of relatively a few years only.

In the days of those splendid old pioneers of business, Bates, Pettingill, Rowell, Morse, Dodd and their contemporaries, the business of a general advertising agent was to buy space at the lowest possible point, and sell it at the highest figure obtainable. When the time to settle with the publishers came around the majority of publishers were lucky if they got much except type, ink, or pages in some newspaper directory. I doubt whether even those among the earlier agents, who were seriously intent on dealing honestly with their customers or clients, ever in their wildest dreams of the future of business thought of service as it is known to-day, among the highest class of agents.

There is no question but that the work of the general agent which twenty years ago was purely and simply a brokerage business has developed into a profession, as dignified, as important, and worthy of as much thought and study as that of the law, medicine, or science.

It is unfortunate that the advertising profession has no text books. Because it has none, no diplomas can be given to indicate that the

PRINTING THAT IS DIFFERENT—

You cannot overestimate the importance of your Catalogues, Booklets, Circulars, Mailing Cards and Office Stationery, etc.

We have the ability, experience and an up-to-date plant to give you the very best value in printed matter.

Why not make your message a forceful and distinctive one?

Hunter-Rose Service is the most profitable advertising medium in which you can invest.

Our big modern printing plant is always ready to do your bidding.

THE HUNTER-ROSE COMPANY LIMITED

12-14 SHEPPARD STREET
TORONTO - - CANADA

student has at least mastered the rudiments. But after all text-books are but the primers of knowledge, the stepping-stones to the broader paths paved and made smooth by

"PARDON me, but how do you manage to brew such delicious tea? I always pay the best price for my tea, but I have never been able to serve a cup like this."
"The secret, my dear, is not altogether in the tea, nor yet in the brewing. It is just a question of the water you use. I always use PURITY SPRING WATER and have found it adds so much to the delicateness of the cup that draws that I never use any other water now."
You ladies, whose social functions are of such importance to you, should try
PURITY
NATURAL
SPRING WATER
for your "next" At-Home." It gives a flavor to your tea that is absolutely different—a new delight that never fails to please guests.
PURITY SPRING WATER is Nature's best gift at its best. It bubbles from the solid rock, and flows out of a bed of gravel—Nature's own filter—
PURITY SPRING WATER
PURITY SPRING WATER
PURITY SPRING WATER CO., Limited, 557 YONGE ST., TORONTO

Striking illustration and original treatment.

experience, mature observation and study, so we have lost but little.

The most successful men in advertising, as in all other walks of life, are those who learn by studious attention to the problems put before them daily, and who build upon the experience of the past. I have often thought that we as General Agents are much in the same position of the pilot who is employed to take a steamship loaded with a precious cargo down through a treacherous passage and out into the broad open sea of prosperity. No pilot is infallible, but if he knows his chart, and studies his compass, takes heed of the winds, and the draught of his ship, and marks his course so as to take advantage of all the favoring currents, he is not likely to meet disaster.

So it is with a General Advertising Agent entrusted to pilot a business through the tortuous river

Pleasing and artistic.

of merchandising out into the open sea of success. He must needs know his chart well. He must know where the reefs of failure hug close to the shoals of competition, and where the shallow waters of imitation make out into the stream from the sand-bars of indifference. If he does not know these things, he is almost certain to wreck the ship entrusted to his care, and cause serious loss, and what is of far more importance to all of us, create a lack of confidence in advertising.

I believe that we who are in attendance at this, the largest and most important gathering of General Agents ever held, will fall far short of our opportunities, and may we add our duty, if we do not take back with us an even more definitely fixed determination to do all in our power, within the limits of our opportunities and ability, to maintain our profession on the highest plane of intelligence, honesty and thoughtful service to the interests of our clients. We must not forget that the position we occupy in relation to our clients is one of trust, and we serve our own interests best by serving our clients first.

Let us dignify our work here with our best endeavors and thought so that we may profit by our coming. Advertising is serious work. I have no sympathy with those who refer to it as the "advertising game." I fear I could not content myself with the thought that the complex problems of building up a new enterprise or saving one which was slipping into the quagmire of failure, was anything but a serious undertaking, much less a "game." If this convention did nothing but strike that word from the lexicon of our business, it could be said to have accomplished much toward adding to the dignity of our work, and of engaging the esteem of many, who because of the frequent and ill-conceived use of the word have looked askance at advertising, and advertising men.

PROGRESSIVE BANK ADVERTISING

An instructive talk on the value of educational copy—Banks are real, live, human institutions. By Chas. D. Wells, Advertising Manager, The Traders Bank of Canada

It is only within the last two or three years that Canadian bankers have begun to realize the great benefit to be derived from educational newspaper advertising of their business. They have long been buyers of space, but have used it merely to display figures, lists of branches, and the fact that they buy and sell, exchange, etc. All this is a flattering tribute to a man as a banker, but to the ordinary layman it is confusing, and has no particular significance. If these "ads" pull business on their merits, it is reasonable to suppose that the bank with the largest figures and the greatest number of branches would get the bulk of the business, and that the others might just as well keep their money in their pockets.

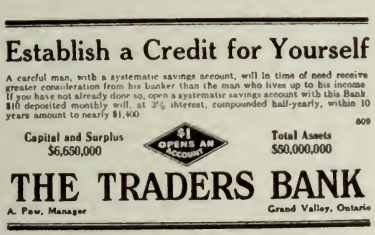
Again it occurs to one that little thought has been given to this great expenditure of money, when we find bankers, who would not think of buying a newspaper that ran the same articles every issue, using the same old "ads" day after day, year in and year out.

Every man and woman needs banking facilities, but some hesitate from fear that small accounts will not be welcomed. Show them

that such is not the case, tell them how easy it is to deposit and draw money, instil the benefits of a joint account, suggest methods of saving, etc. Emphasize the fact that special reception rooms have been provided for ladies, explain the reason why they should carry travellers' cheques, and above all offer them advice.

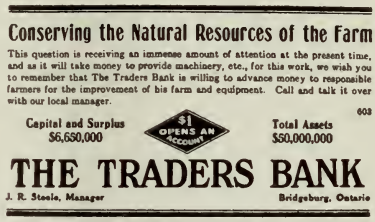
Many bank "ads" state that money is loaned to responsible farmers. The value of this statement could be doubled by showing them various ways they could, by borrowing money, improve their farm and make more money for themselves.

To the ordinary banker going through the daily routine of work, this might seem unnecessary, for he knows how very, very simple it is for the ordinary individual to transact his banking requirements, but on the other hand, the ordinary man who has never had occasion to do any banking, hesitates to go into a bank from fear of displaying ignorance.


Establish a Credit for Yourself
A careful man, with a systematic savings account, will in time of need receive greater consideration from his banker than the man who lives up to his income. If you have not already done so, open a systematic savings account with this Bank. $10 deposited monthly will, at 3% interest, compounded half-yearly, within 10 years amount to nearly $1,400
609
Capital and Surplus $6,650,000
$1 OPENS AN ACCOUNT
Total Assets $50,000,000
THE TRADERS BANK
A. Pew, Manager
Grand Valley, Ontario

This hesitancy can be obviated to a great extent by proper advertising, and still be consistent with sound banking. The most conservative banker cannot call advertising of this nature undignified, and it reaches the heart of the people, impressing them with the fact that banks are real live, human institutions that take an interest in their welfare.

As stated previously, it is an


Conserving the Natural Resources of the Farm
This question is receiving an immense amount of attention at the present time, and as it will take money to provide machinery, etc., for this work, we wish you to remember that The Traders Bank is willing to advance money to responsible farmers for the improvement of his farm and equipment. Call and talk it over with our local manager.
603
Capital and Surplus $6,650,000
$1 OPENS AN ACCOUNT
Total Assets $50,000,000
THE TRADERS BANK
J. R. Steele, Manager
Bridgeburg, Ontario

error to run the same old "ad" day after day. However, the same style should be maintained, the changes being made merely in the text matter. If possible also maintain the same position in the newspaper, for if the "ads" point out different features in banking, people will commence to look for them for their educational value, if for nothing else.

One last word: do not expect too much from a bank advertisement. All it can possibly do is to suggest an idea forcibly enough to bring a person to the bank. Then it is up to the local manager. As no one has yet been able to determine just what results are obtained from bank advertising, it behooves us to be judicious in selecting mediums and to take great care in preparing copy.

* * *

It is a wise merchant who knows just the moment when a line of goods or an article has reached a point where it should be moved regardless of price.

Toronto Sunday World

Sunday, August 27th

CIRCULATION

58,100

Sunday, September 3rd

CIRCULATION

61,200

Over 46,000 Sunday Worlds are sold and delivered right in the City of Toronto every Saturday night before midnight.

The Philosophy *of* Merchandizing

(from our side of the fence)

TO have, first, a Common Sense of the "balance" of things;
To remember that Manufacturing depends upon merchandizing; that Merchandizing depends upon merchants; that Merchants depend upon consumers; that Consumers depend upon honest merchandise.
Therefore, to respect the paramount rights of the American People, above all;
To contribute each of us his share to the Greatest Good of the greatest number;
To stand, constantly, for the Square Deal;
And to see to it that the Square Deal is given to the Dealer in the same spirit and the same sense as we expect the Square Deal from the Dealer;
To strive for the uplift of the Honor of the Thing Sold;
To give in what we sell even more than the Buyer has a right to expect, or does expect;
To make good shoes better, and better *Best,* best for the money, best for the Manufacturer; best for the Dealer, best for him who wears them;
To be a time-server Never; nor to deceive, but to build always for Confidence, for Fair Play, for Higher Quality, and above all else, for the high purpose of making business Better, and therefore *Better Business;*
This, it seems to us, is the Philosophy of Merchandizing.

I. H. SAWYER
Second Vice-Pres. and Advertising Mgr.
for
THE BROWN SHOE CO.
ST. LOUIS, U.S.A.

THE CENTRAL PRESS AGENCY

(Established 1878) F. DIVER, Manager

HEAD OFFICE
AND FOUNDRY
70-76 PEARL ST.
TORONTO

BRANCH

WINNIPEG,
175 McDERMOTT AVE.

ELECTROTYPERS STEREOTYPERS
ENGRAVERS DESIGNERS
AND
ADVERTISING CONTRACTORS

Are You Advertising?

MANY merchants and manufacturers, progressive in every other respect, are sadly at fault in their advertising, and are buying white space and nothing more.

How is it with you? Does your Advertising carry a forceable Human-interest message, calculated to open the purse strings of the reader? No other kind of advertising can show you a return in actual dollars and cents!

May be you don't know the way!

Woods-Norris Service

has paved the road to success for many of our leading advertisers and our personal, thorough and experienced agency service is at **your** command.

Will you let us show you how we can make **your** advertising profitable?

Just drop us a line asking our representative to call and explain.

WOODS-NORRIS LIMITED

Advertising Agency

MAIL BUILDING - - TORONTO

The Globe
TORONTO

Reputable Advertising Agencies invariably put

The Globe

At the head of every list for a national campaign.

Canada's National Newspaper

HAS maintained first place for two-thirds of a century. This could only have been the result of merit. The Globe's supremacy as a result-getter is more unquestioned to-day than at any time in its history.

Toronto, Sept. 1, 1911

CANADA'S
NATIONAL
NEWSPAPER.

OCTOBER — 1911

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING - - TORONTO, CANADA

Do You Realize—

What it means to be able to lay your proposition before practically every retail merchant worth selling between Port Arthur and Vancouver? **YOU,** Mr. Manufacturer or Jobber, have a message for each and every one of these 5,000 dealers.

Tell it to them through the columns of their own paper, the paper that has grown up with the West.

Our rates are interesting. Our paper is more interesting. What we can do for you is the most interesting part of all.

THE COMMERCIAL

Western Canada's Trade Paper

Published every Saturday at

TORONTO
220 King Street West

WINNIPEG

MONTREAL
B 34 Board of Trade

Robert W. Chambers's latest and biggest story
"THE CRIME" leads

CANADA MONTHLY

for November. He is the most popular fiction writer on the North American Continent. This, in addition to "Our Money Mad Farming" articles by Rex Croasdell, and other reading by the best writers, makes **Canada Monthly** *stand far in the lead in the standard magazine field of Canada. Get your copy in early. You must not miss this important number.*

VANDERHOOF - GUNN CO. LTD., Publishers

WINNIPEG TORONTO LONDON CHICAGO NEW YORK

A Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

ADVERTISING RATES.

	1 month.	6 months.	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c the copy.

Vol. 4. Toronto, October, 1911. No. 10

Straight Talks

AGENCY SERVICE

A STATE of affairs, which is certainly very common in the United States, unfortunately has its counterpart in Canada. Any Canadian agency will tell you that, with many of their clients, the thoughtful, resourceful and efficient agency service which they can give, is robbed of half its value by the untimely and unwise interference of the head of the firm whose appropriation is being handled.

That such meddling on the part of the "old man" dissipates forty per cent. of the help his agency might be to him, is the opinion of Waldo P. Warren, in a recent able article in "Printer's Ink," and he gives a sufficient number of instances to prove his assertion.

And right here in Canada several instances have occurred during the past year, which have come under our notice, in which precisely the same thing has happened.

And the primary reason for this leakage in agency results is the misconception, on the part of many of our National Advertisers, of the service which a modern, fully-equipped, advertising agency can render its clients.

The day has long since passed when any agency worth the name was merely a space buyer.

As Mr. Warren indirectly asserts, the successful agency must be prepared and competent to advise the advertiser on "how large his appropriation shall be in proportion to his business and his opportunities—what he shall call his product—what the selling

Securing a Distribution

is the second great problem in building a business. FIRST SOMETHING TO SELL, then GETTING NEXT to the dealer.

TWO LINES of approach are open to you, and each is necessary to a successful advertising campaign—advertising through the trade papers and then to the consumer direct.

MACLEAN'S TRADE PAPERS cover completely the Canadian Market. Dealers value them because they treat their respective trades in a way to be of real benefit in the building of business.

MACLEAN'S MAGAZINE and FARMER'S MAGAZINE claim your attention on the basis of their national scope and importance. They are the best developed magazines in Canada and the most worthy of a reading, as is proven by the undoubted high class of their readers.

Your Products Need the Distribution That the Maclean Publications Can Give Them

SAMPLE COPIES AND RATES WILL BE SENT TO ANY ADDRESS

Maclean Publishing Co., Limited

Office of Publications

143 University Avenue, Toronto

Offices in Montreal, Winnipeg, Vancouver, London, Eng., New York and Chicago

PUBLISHERS OF

Canadian Grocer	Hardware and Metal	Dry Goods Review
Printer and Publisher	Canadian Millinery Review	Bookseller and Stationer
Plumber and Steamfitter	Maclean's Magazine	Canadian Machinery
Power House	Farmer's Magazine	The Financial Post
Canadian Foundryman		Men's Wear Review

plan shall be—what are the necessary features of his copy—what mediums shall and shall not be used—what size the advertising shall occupy—what the size, shape and character of his package shall be—how the sales department follows up the advertising—what the general style of the advertising shall be—what seasons of the year he shall do the most advertising—what kind of illustrations he shall have."

No *one* man, however great his business ability, has ever been capable of making successful decisions on all these very different features of his business.

The modern advertising agency is composed of specialists in many lines—the expert copy-writer and artist, the man with knowledge of selling plans and follow-up methods, the specialist in space buying and contract placing, the efficient checking and charging staff, and above all, the man with the knowledge of trade conditions, who is competent to advise when, where and how much to advertise.

We assert, without fear of contradiction, that our leading agencies have the ability and the staffs to render whole-hearted, conscientious and personal advice on these vital business questions.

But how often it occurs that after weeks of careful planning, investigation and thought, when the plan of campaign is submitted to the head of the firm, it is turned down at short notice, either in whole or in part, and its selling value thereby destroyed, or greatly diminished in effect.

We feel that we are doing a service, not only to the agencies, but in a far greater degree to the advertisers themselves, by emphasizing this point.

100% efficiency in an agency's work can only be obtained by shoulder to shoulder co-operation between the head of the firm, the advertising manager and the agency.

No sane agency would ever give an advertiser any but the best possible service—self-interest alone would preclude the possibility of unskilled or careless advice—and it is up to the advertiser, once he has decided on the agency he will employ, to work with them, and to accept their disinterested advice on all questions connected with the selling end of his business.

This is the surest road to successful advertising, and it simply reiterates the maxim we have repeatedly tried to hammer home—the modern business slogan that has been tried out and not found wanting—Co-operation.

Circulation Statements that Satisfy

In the May issue of the Mahin Messenger we published an article under the heading, "A Model Circulation Statement," suggested by the statement put out by the St. Paul Dispatch and Pioneer Press.

Now come the publishers of the Winnipeg Free Press of Winnipeg, Canada, asking our opinion of the statement put out by them.

This statement consists of:

(1) A sworn statement by the circulation manager showing the net circulation for each separate day in the year 1910, with the daily average per month and for the year.

(2) A statement covering the daily average for each month and the year 1910, showing also the number of copies circulated to city and suburban subscribers, city news dealers, newsboys and counter sales, news agents on trains, news dealers outside city, mail subscribers, special orders, city complimentary and exchanges, carriers and delivery service, employees and office counter sales, outside city complimentary and exchanges, and advertisers outside city. Then follows the total net circulation, unsold and file copies, and the total average press run for each month, and the year.

(3) They also issue a map, 13 x 30 inches in size, of the Provinces of Manitoba, Saskatchewan, Alberta, the north-western portions of the Province of Ontario, and the eastern section of the Province of British Columbia, which territory embraces the circulation field of the Winnipeg Free Press. All railway lines, with the latest extensions and projected extensions, are shown on the map, together with every city, town and village. In connection with the map, is presented an alphabetical list of all the post offices, a key to their location, and the distance of each from Winnipeg, with the number of subscribers to the Winnipeg Free Press at every point. The map is revised and re-issued at intervals of every four or five months.

The pains these publishers have taken to provide detailed information for advertisers is evidence of their sincere desire to give their most hearty co-operation. As we have said before, this attitude upon the part of the publishers must lead to greater confidence and stability in the advertising business, and will redound to the greater good of all parties concerned.

In the case of the Winnipeg Free Press, with the growing interest in Canada throughout the States and a more general recognition of the opportunities she affords, and especially in view of the prospect of an early reciprocity between our two countries, this publication deserves and will receive a generous measure of American patronage.—Reproduced from the September issue of The Mahin Messenger, Chicago.

A copy of the latest revised issue of the Free Press Railway Map (mentioned above) will be sent on application.

WINNIPEG FREE PRESS, Winnipeg

or to

EDGAR J. GUY, Eastern Representative

61 Canada Life Building, King Street West - - Toronto, Ontario

TRAIL BLAZING

I read somewhere the other day a sage remark that every advertiser was a trail-blazer. And if this is true, then we of the advertising profession have a difficult calling, and most things difficult to obtain are worth trying for. Galileo, the astronomer, was a trail-blazer; Edison, the wizard of electricity, broke, and is still breaking, new ground; Watts inaugurated modern methods of traction, and Marconi has done much to annihilate distance with his new telegraphy.

Trail-blazing was ever beset with difficulties, and although daylight is beginning to chase the mists of uncertainty in the advertising landscape, the best of us are working in the half-light, and have still much to learn.

To-day, we advertising men, who can see the results of our work, take as much pains in analyzing the methods which produced the results, as we did in writing the ads.

This is the surest sign of the awakening of the advertising profession to a sense of its real greatness.

Each man has his own trail to blaze—his own difficulties to contend with—and if we are to derive the greatest benefits from our own work, we must gratefully acknowledge the efforts of those who have preceded us.

It must be a give and take game,—each willing to give of his best to his fellow ad man—each willing to learn from the greater and lesser men in the same field.

Every one of us has some trail to blaze,—unconsciously perhaps, but still of the greatest importance. If we can only learn to think from the experience of others, without slavishly following their lead, advertising will most surely gain a position in the near future that will stagger the world.

* * *

THE HOUSE ORGAN

Any form of advertising which has proven profitable to a considerable number of manufacturers, deserves the close attention of every one who is making goods for the retailer to sell.

And when we realize that over 1,000 firms in the States, and a considerable number in Canada, have found the House Organ both a profitable and economical advertising medium, we must take our hats off, and acknowledge its value in its own particular field.

Like every other advertising medium, the mission of the House Organ is to sell goods, not always directly, but indirectly at least,

The Fastest Growing Paper in Canada

THE

KINGSTON DAILY STANDARD

(Established 1810)

NEW BLOOD - NEW ENERGY
NEW IDEAS - NEW READERS

The leading Conservative paper between Toronto and Montreal :: :: ::

SWORN CIRCULATION, Daily - - 3520
SWORN CIRCULATION, S.Weekly, 2018

IT IS a Well-Known FACT

that THE FARMER'S ADVOCATE AND HOME MAGAZINE covers the whole of the Dominion thoroughly. Therefore, to reach the farmers of **Canada,** (the best ones too), you must advertise in

THE FARMER'S ADVOCATE and HOME MAGAZINE

Our circulation of over 33,000 copies per week has not only quantity but quality, or, in other words, readers who **want** the **best** and can **pay** for their requirements. Thousands of advertisers have been convinced of this fact,—let us prove it to you.

Send for free sample copy and rate card. Address:—

THE WILLIAM WELD COMPANY, Limited
LONDON - - - - - - CANADA

and to be a success it must be compiled and worded so as to create that favorable impression which is the forerunner of every sale.

The great advantage possessed by the House Organ over every other form of advertising, is that it practically eliminates waste circulation,—each copy goes direct to the buyer to be reached, and concentrates his attention upon the very goods he sells.

Then again the House Organ has a pull over the ordinary catalogue and price list, for a snappy article on a subject of vital interest to a merchant's business will readily arrest his attention, whereas a catalogue will not be consulted unless the dealer is at the moment in need of the goods you make.

In modern advertising, the most successful men are agreed, at least on one point—that keeping everlastingly at it spells fortune. And perhaps the continuity in advertising, which the House Organ offers, is the most valuable feature of all.

A House Organ should be more than a medium for the perpetual hammering home of merits of a manufacturer's wares. Its contents should be instructive and informative, and space should be given to suggestions for consumer advertising, for improved selling methods, for window displays, and for stock handling—in fact, the detailing of any methods whereby the retailer can become a better merchant and boost his business.

A progressive merchant can talk more intelligently to his customers, and can meet competition better, if he knows something of the way the goods he is selling are manufactured, and this is a point where the House Organ can show its real utility.

Many House Organs that have come under our notice are admirable, both in make-up and contents, and their usefulness has long since been assured.

It is an advertising medium that many more of our manufacturers might utilize with advantage.

* * *

ADVERTISERS' ENGLISH

We had occasion in our Straight Talks of a few months ago to discuss the question of the abuse of grammar in so many modern advertisements.

And there is another feature in the English of present-day ads which must have struck even the casual observer. We refer to the excessive use of superlatives, and to the employment of extravagant adjectives to describe the wares advertised.

Seventy-five Thousand Copies Daily

Every advertiser of a household necessity, comfort or luxury, would be proud to boast that he has the trade of Toronto.

There is a way to get it. A way to concentrate on it.

THE TORONTO DAILY STAR

offers the key.

Seventy-five thousand copies of the Toronto Daily Star are printed daily—each copy for a representative home in Toronto or in Greater Toronto's shopping zone.

The homes of the representative wealthy—the homes of the representative business and professional men—the homes of the representative workingmen.

Over half a million people are included in Toronto's shopping zone.

In conjunction with the "Star Weekly" your message can be carried into 94,000 prosperous homes—a combination you surely ought not to overlook.

The Star Printing and Publishing Company Limited - - - Toronto

UNITED STATES REPRESENTATIVES

C. H. EDDY
1 Madison Ave., New York

EDDY & VIRTUE
150 Michigan Ave., Chicago, Ill.

The department stores are, perhaps, the biggest offenders in this respect. Here are a few recent expressions culled from a local daily: Sumptuous Dress Hats—Splendid Array of Importations—Extraordinary Values—Magnificent Assortment,—*et ad lib.*

Surely such expressions are indicative of a verbal sterility in the mind of the copy-writer, and they certainly are not complimentary to the intelligence of the average reader.

A successful journalist is very seldom a good copy-writer—in fact, the features of the two professions are diametrically opposite. The journalist measures his success by being able to spin out his story column after column, by embellishing it with a wealth of word pictures and by holding the reader's interest to the last paragraph. The copy-writer is successful in so far as he is able to condense his arguments, to bring out the salient selling points, to add that touch of human interest whose value cannot be overestimated, to limit the type space, and to prune the language used of all unnecessary words and phrases.

It is a safe statement to make that most of our successful ad-writers (we say most advisedly, as we must not forget the Fra) will always find a simple short word to express a thought in preference to one of classical origin three times its length.

And to have the ability to express one's thoughts in terse, concise and forceful English is a sure sign of the successful copyman.

Reverting to the use of superlatives in many of our departmental store ads, the practice is not only inadvisable, but it is illogical. What would you think of a sales clerk who used the style of a Midway showman's language when explaining to you the merits of the article you were desirous of purchasing?

Why, the mere extravagance of the language would make you hesitate to purchase,—would kill your confidence,—yet the advertisers themselves too often are guilty of just such a sin of commission.

There is yet another fault in the English of many ads that deserves comment. We refer to the repetition noticeable in the efforts of even our best advertisers.

The idea of repeating a claim or phrase in an ad, doubtless, is to strengthen the force of an argument—to hammer home a point. But is this the case? Does not the message conveyed lose strength thereby? Would it not be more profitable to use this paragraph or phrase once only and to give greater prominence?

We think a better result would be obtained than by mere repetition.

As William W. Hudson puts it, in an able article on the subject

INCREASE IN RATE

ON NOVEMBER FIRST, 1911,
the advertising rate of the

Canadian Home Journal

will be 12½c. a line or $1.75 an inch.

Contracts for space to be used inside of twelve months will be accepted at the old rate of 10 cents a line until November first, 1911.

Advertisers desiring to get cream at the price of milk will do well to send their contracts before the increase is made.

As women are the buying members of families, you cannot select a medium better adapted to carry your advertising into the better class Canadian homes than the

CANADIAN HOME JOURNAL

59-61 John Street - - Toronto, Can.

in Judicious Advertising: "The master craftsman in any art is the man who uses his tools with most consummate skill. The tools of the advertiser are three—type, the illustration, and the word—and the greatest of these is the word."

* * *

SERVICE

The New York Central is talking in a new way about a little seven-letter word. The Bell Telephone Company is talking about the same word—the Roosevelt doctrine of Conservation can be boiled down to the same little word.

It is the word "S-E-R-V-I-C-E" that is remaking the business world. It is the final distillation of Experience, the essence of hard, cold, dry-as-dust facts and figures out of the mine of real life.

You can hire all your smooth salesmen—they can get orders, but *you* have to make good—you can hire your factory managers who can do wonderful stunts in production—but the *product* has to make good.

You can cut your prices and give long terms or premiums, but *you* have to make good with the fellow who buys.

The day of Mr. Clever Bluff is getting colder. The day of the organizer and of the student in business is dawning with a cheerful sun. The science of business service is coming into its own.

The customer is no longer exploited as a fool who had come to be plucked. *Caveat Emptore* doesn't look as well as it did—and there is a newer and plainer motto being placed over the doorways of the up-to-the-hour house: "He profits most who deserves best," for now it is the seller who deserves the buyer.—E. St. Elmo Lewis, *in The House Organ Review.*

* * *

LOYALTY

Loyalty is the quality which prompts a person to be true to the thing he undertakes. It means definite direction, fixity of purpose, and steadfastness.

Loyalty supplies power, poise, purpose, ballast, and works for health and success.

Nature helps the loyal man. If you are careless, slipshod or indifferent, Nature assumes you want to be a "nobody" and grants your desire.

Success hinges on loyalty. Be true to your art, your business, your employer, your house.—*Mahin Messenger.*

Economic Advertising

will most effectively cap the efforts of your advertising manager and solicitor to get business for your paper.

It goes regularly into the offices of our leading National Advertisers, reaching a class of desirable customers you may have failed to land, or of whose existence you are unaware.

Use its columns regularly!

It will pay you well!

Economic Advertising
The Canadian "Printer's Ink"
Mail Building, TORONTO

Southern British Columbia

Last year produced over **twenty-five million dollars** in minerals, lumber and fruit. In producing this amount thousands upon thousands of men were employed, and all at high wages.

Among these men, as well as among the business and professional men of the district, the Nelson Daily News holds first place. It is the home paper of the district.

Advertising rates and all other information furnished upon application.

The Daily News
NELSON, B.C.

THE HERALD
HAMILTON, CAN.

The Herald is the acknowledged city newspaper of Hamilton. The Herald has a city circulation that equals the city circulation of all other city publications combined.

A NEWSPAPER: NOT AN ORGAN

BUYING FROM A PRINT SHOP SPECIALIST

By Clarence S. Acton, Managing Director
Acton Publishing Co., Ltd.

This is not intended to be a throw-down for the small shop. We were in that class once ourselves. Nor yet is it cheap publicity for the larger and well-organized printing establishment. I am endeavoring to present a few cold, hard facts to the buyer of printing.

You, as a buyer, should ask yourself just *what* you do expect when you place your order for printed matter of any kind whatsoever. You exact a guarantee of service. The printer in accepting your work acknowledges this guarantee. You do not merely buy so many letterheads or so many catalogs. You buy a very definite service that the printer *should* have to offer.

Let us see just what this service is.

Primarily the printing establishment of to-day should be represented by a salesman who knows more about what you should buy than you do—and knows how to tell you so in such a way that by the time he is through with you, you know as much as he does—can you comprehend such a paradox?

The salesman you should buy from will take hold of your matter and show you the most economical way to arrange it compatible with strength of copy. If a different layout or physical arrangement will add to the strength of your copy *this* salesman will be able to convince you of this, and if the cost be greater you will be glad to pay the difference

The salesman of the Specialist shop will come to you with suggestions for the proper typographical arrangement. He will suggest type faces in keeping with the work. He will show you the advantage of new type over old—of monotype composition, faces and flexibility over others.

He will come back at you with suggestions from the Art department for cover and inside page decorations. You will be presented with a drawn and written title page suggestion. Color combinations throughout will be discussed.

You will be shown dummies different from those you have used in the past—different in shape, inside and cover stock and binding.

So much for the salesman. Now for the work.

The better shops employ men at a higher wage than the scale. They can and do command a higher type of workman—a man with *brains*, not an automaton. Such mechanics are capable of absorbing the ideas presented to them and making them their own. They can produce the work as it is laid out by the art department and the superintendent. When handled in the press room it is followed through by pressmen who are artists. They are paid in advance of any recognized scale. These men will give life to your engravings. They will bring up every letter sharp and clean.

THE PULLING POWER
OF
The Gazette —

is due to the class of homes it enters every morning. Its subscribers are the well-to-do people of Montreal, who spend money generously but wisely, and look upon the Gazette as their authoritative guide. The Gazette is not only the **oldest,** but the only English morning daily, in Montreal—which accounts for its select distribution and unfailing results to advertisers.

The Gazette, MONTREAL

A Successful Paper for 54 Years

There is more advertising done between now and Christmas than at any time in the year. Make your **advertising contract** with the paper that circulates **largely in the homes**

THE TIMES

To reach the people is what you want

TIMES PRINTING CO. LIMITED
HAMILTON, ONTARIO

Daily and Semi-Weekly.

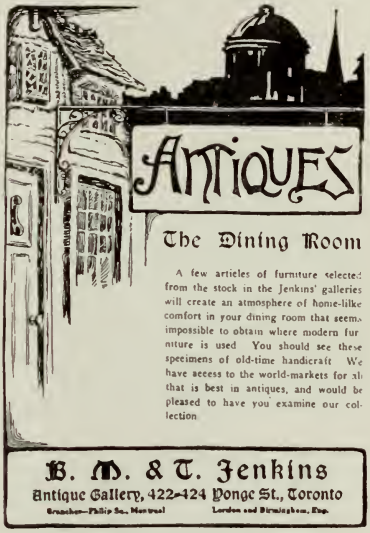
One of the most complete Job Room equipment in Canada. What about your work? Are you pleased?

Granting that you want this kind of service, what are you willing to pay for it? You cannot in reason expect to secure this co-operation at the price that those printers, who do work in a machine-like way, are willing to take for your work. Remember, the organization that is willing to and can take actual work, to say nothing of hours of thought, off your shoulders, is saving you time that means real money. We say nothing of the increased efficiency of your printed matter. You will have to pay for this service if you are dealing with a house whose costs and charges are formed on a logical basis.

You will gladly pay the salesman who sells $120,000 worth more of your goods at least $1,000 more than the man who sells at the even $100,000 figure. You should just as willingly pay more to the house that will make your printed matter a greater force for good, aside altogether from the actual difference in cost of the article.

Aside from the foregoing, let me give you a further reason for paying a legitimate price without question. This is inside information that will appeal to your common-sense. No matter what a printer tells you, you may be sure that he is going to turn out your work at a profit if it is at all within the realms of possibility.

I was in an engraving house recently. You know engraving prices have been unmercifully slashed. I saw a batch of half-tones going through marked A1, with a red ticket. On asking the reason for this the engraver quite frankly said that that meant that at any cost that job must be right. This same engraver also had instructions covering two other grades of work. Why? The engraver's cost depended upon the selling price. The man who paid the fair price got absolutely the best that could be made. The man who demanded closeness of price


Antiques
The Dining Room
A few articles of furniture selected from the stock in the Jenkins' galleries will create an atmosphere of home-like comfort in your dining room that seems impossible to obtain where modern furniture is used. You should see these specimens of old-time handicraft. We have access to the world-markets for all that is best in antiques, and would be pleased to have you examine our collection.
B. M. & T. Jenkins
Antique Gallery, 422-424 Yonge St., Toronto
Branches—Philip Sq., Montreal London and Birmingham, Eng.

Good typographically and artistically

got what he was paying for *and no more.*

Just another. A Toronto publisher has a great number of engravings—a thousand dollars a month, in fact. One engraver was giving absolute satisfaction at a fair price. A competitor secured the contract for a year by cutting the price *twenty-five per cent.*, guaranteeing the quality. The year was drawing to a close when the publisher happened to personally check up the charge on an odd size cut. He found that the rate per inch was cor-

The Edmonton Journal

(MORNING AND EVENING COMBINED)

Now operating new 24-page Hoe press equipment and can use your mats.

Circulation—Sworn daily average for July, 7,994.
Circulation for first 15 publishing days of August, 8,119.
Rate 28c. per inch flat, commencing November 2nd.
Position 25% additional.

Detailed sworn statement of circulation showing distribution furnished on application, examined by Association of American Advertisers.

M. R. JENNINGS, Editor and Managing Director

J. MACLAREN, Advertising Manager

IN this space we, from time to time, reproduce designs which we have turned out, showing the merit and effectiveness of our work, which is admitted by the larger buyers of advertising material to be of the highest quality and valuable advertising for its users.

Our service and high quality workmanship are such that it is in your interests to keep in touch with

HOUGH—Pronounced HUFF

The Hough Lithographing Co.

Alexander Macpherson, President Limited

MAKERS OF SHOW CARDS, HANGERS, CALENDARS, POSTERS and ADVERTISING SPECIALTIES of all kinds.

96 Spadina Avenue - Toronto, Ont.

"WATCH THIS SPACE"

rect but the cut was over-measured. Unfortunately for the engraver, he became suspicious and checked every charge for the year. Imagine his sensations when he calculated that he had been overcharged over $600.-00 on the work done up to that time. The engraver had to supply the next $600.00 worth without charge. That is the kind of trouble a crooked price cutter will give you. But the straightest of the straight will take it out of your hide somehow if he sells you at less than a fair profit.

To turn to printing. For four years, through Brigdens Limited, our concern has printed, beyond all doubt, the highest class fashion and fur work in Canada. The work was done under a liberal price arrangement, with the result that an eight-page form was never fed until at least eight hours' make-ready time was spent on it. Some forms received as much time as fourteen hours. The result from a press-work standpoint could be nothing short of perfect. The Knechtel Furniture Company, of Hanover, have placed their work on the same basis for four years, and although "art" is not a necessity for the Knechtel people they have yet to register their first objection to the quality of their work. And so they go.

On the other hand, could you imagine this service coming to them if price alone was the basis on which the order could be secured? Do you think they could get any attention from the inside organization other than the statement from the superintendent to the foreman: "Rush that—it's a pretty close job." Consider the difference in attention that work would get if instead the instructions given were: "This must be the best your men can do. You know these people We have agreed to give them something exceptional."

Printers will tell you that these conditions do not exist in their shop. If they say this they either "wilfully misrepresent the facts," to use a parliamentary expression, or are in the employ of a man without common business instinct—and that

Mighty good

isn't the kind of printer you want to buy from nor can he last long in this profession.

Take it from me. When you spend a dollar you get a dollar's worth of value. The lower the cost of your printing the worse it will be.

When you buy printing at a close figure you buy a complete product with as much thought, attention and time eliminated as is necessary to make a profit for the printer.

On the contrary, when you pay a fair price you can command and will receive the best in that printer's power to give you. Investigate the service a print shop can offer, pay a fair price, and you'll get all you expect and more.

ESTABLISHED
THIRTY-SEVEN YEARS

THE
SENTINEL
TORONTO - ONTARIO

The sworn average circulation for

1906	WAS	12,582
1907	"	13,439
1908	"	15,538
1909	"	16,050
1910	"	18,820

The average circulation for the month of September, 1911, was

Over 27,000

NOTE THE STEADY INCREASE

The "SENTINEL" circulates among the best buyers in the Dominion of Canada, and gives better value to the advertiser, for mail order or general advertising, than any Canadian publication.

Our circulation books and records are open for inspection to all advertisers. Advertising rates on application.

THE SENTINEL PUBLISHING CO. Ltd
59 John St., Toronto, Ontario

Canadian Farm

is a truly technical farm journal of high quality.

Strong editorials.

Complete show reports.

Valuable contributed articles.

Departments for women and children.

Complete detailed market reports.

This explains why *Canadian Farm* is read from cover to cover by over

20,000

guaranteed paid-in-advance farmer subscribers.

A National circulation to drive home your local advertising results.

A mail order proposition that cannot be beaten.

Send for advertising rate and circulation statement.

Canadian Farm
12 Wellington St. E.
TORONTO

THE GAMBLE OF SPACE BUYING

An article pointing out how many advertisers are gambling in circulation—and a suggested remedy.

There are a lot of business men in this broad land of ours who would be religiously shocked, should anyone dare to infer that they could be induced to woo the goddess of chance in any way whatever. They wouldn't bet on a horse race or sit in a "friendly game," and they'd shout loud and long if you happened to mention that any of their business deals savored of gambling, but! . .

Did you ever see the way some of them buy their newspaper space? It's a treat—in fact it's more than a treat, it's a real eleven course banquet with trimmings.

No, they wouldn't gamble, but they'll take as big a chance with their money as the next man, when it comes to buying advertising space.

They'll swallow some solicitor's bait, hook, line and rod. If he tells them that his paper is a better medium than the high-priced ones with the big circulations, up goes their money.

"Of course," the solicitor will admit, "we haven't as large a circulation as the . . . . . but we bring you just as good results, because our papers circulate among the 'Better classes,' and besides, our rate is much lower."

He merely mentions the latter with a sidelong glance, but it strikes home like a well-aimed bullet, and the deal is on. Mr. Business Man is neck deep in the biggest gamble that was ever put over the boards, and the limit is the amount he signed for on the contract. His chance of getting returns in proportion to the amount spent, is about as good as if he went up to the race track and staked his pile on a hundred-to-one-shot.

Of course there's a chance—that's where the gambling comes in.

Of all the schemes,—and there are many of them,—that solicitors for small-circulation papers use to sell their space, this quality talk has taken the greatest hold upon the public fancy.

Time and again you will hear business men who should know better, running down the finest papers in their city because they have large, healthy circulations. To them, large circulation means that the papers are distributed among the poorer classes, whereas if they would stop to think for a minute, they would realize that a man who is too poor to be influenced by advertising, would be too poor to buy a paper.

A man who takes enough interest in the affairs of his country and the world in general, and has money enough to pay for a paper every day, is a self-supporting citizen and, therefore, a prospective customer for the advertisers of all the necessities of life.

It has been proved over and over again that advertised goods are good goods and therefore the cheapest in the end, and the very fact that a man is not overburdened with wealth, makes him a reader of advertisements and a buyer of adver-

PRINTING THAT IS DIFFERENT—

You cannot overestimate the importance of your Catalogues, Booklets, Circulars, Mailing Cards and Office Stationery, etc.

We have the ability, experience and an up-to-date plant to give you the very best value in printed matter.

Why not make your message a forceful and distinctive one?

Hunter-Rose Service is the most profitable advertising medium in which you can invest.

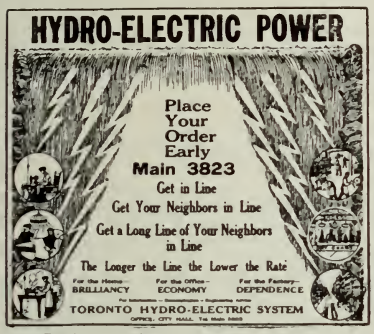
Our big modern printing plant is always ready to do your bidding.

THE HUNTER-ROSE COMPANY LIMITED

12-14 SHEPPARD STREET
TORONTO - - CANADA

tised goods, because he has to make his money go a long way.

There's no denying for a minute that the ideal paper from an advertising point of view, would be one that had a hundred thousand circulation or more, distributed only among people with incomes ranging


HYDRO-ELECTRIC POWER
Place Your Order Early
Main 3823
Get in Line
Get Your Neighbors in Line
Get a Long Line of Your Neighbors in Line
The Longer the Line the Lower the Rate
For the Home BRILLIANCY
For the Office ECONOMY
For the Factory DEPENDENCE
TORONTO HYDRO-ELECTRIC SYSTEM

Good conception, but poorly carried out

from one to ten thousand dollars per year, and avoiding the two extremes of wealth and poverty.

This would indeed be a quality circulation, but as sure as a newspaper is at all popular or worth buying, it will go to the masses, not the classes.

The newspaper with the large circulation is the influential paper. It appeals to public fancy and is bought by the majority of citizens because it fills all their wants.

It's impossible for any publisher —even one who claims a quality circulation,—to get a report on the financial standing and buying average of every man or woman who reads his paper, so how in the name of all that's sensible can he claim that his circulation is quality circulation to a greater extent than that of any other paper?

There's only one way to judge the quality of a paper's circulation and that is, by the results secured by advertisers using its columns, and there is also only one way for an advertiser to buy space in a newspaper, namely, by the amount, or quantity, of its circulation,—without quantity, there can be no quality.

Only a certain percentage of the shots fired in battle ever reach their marks, and only a certain percentage of the people who see an advertisement buy the article advertised.

The military geniuses who control the world's great armies found it necessary to increase the number of shots in order to raise the percentage of hits, hence the magazine rifle and machine gun.

The advertising geniuses who control the world's great advertising appropriations, use the papers with the biggest circulations to place their advertisements in front of the great-

O'Keefe's
"Gold Label" is just the kind of Ale that you would expect The O'Keefe Brewery to brew—a rich, creamy, delicious old Ale—that is wonderfully wholesome and nutritious.
No cork screws needed to open the bottles—they are sealed with Crown stoppers.
"The Beer That Is Always O.K."
O'Keefe's GOLD LABEL ALE
O'K

A little heavy, but striking

est number of people and increase the average of sales.

Next time you have to buy newspaper space, ask the "quality man" about the quantity of his quality, before you sign the contract and you'll save money.—*Evening Citizen, Ottawa.*

Net Average Circulation for September, 1911

Daily World, - 45,054
Sunday World, 59,631
104,685

This is the winning combination among the Toronto newspapers. The Daily World will give you a good Toronto circulation, a fine suburban circulation and a more than ordinarily good Provincial circulation. The Sunday World will give you a larger purely Toronto circulation than any other Toronto paper—morning, evening or weekly. A postal will bring you advertising rates.

The World Newspaper Co.
Limited, Toronto

GETTING THE CO-OPERATION OF THE STAFF

The Office Specialty Mfg. Co. at Play.

One of the most important and yet the most difficult things to do in any large office is to get the whole staff working in harmony and co-operating to secure the best results. One of the best ways to banish friction, petty jealousies, and other little troubles which may develop into serious differences and disarrange all the office work is to have an outing or picnic arranged for the entire office staff, as frequently as advisable during the year.

These outings can be made exceedingly profitable and pleasant. There is in every office some one enthusiastic enough to arrange all the details necessary for an afternoon's outing. It is best not to confine these to an ordinary picnic, but to introduce some novel feature which will be attractive and arouse the interest of the staff.

Every spring our head office staff enjoys a sail up the lake in a large gasoline launch to Port Credit, or some other point, where a fish dinner has been previously arranged for. This trip is made usually in the latter part of June, the party leaving the down-town dock at 5.30 p.m. The run up the lake takes from an hour and a half to two hours, and appetites are certainly whetted to a fine point by the time the hotel is reached. If possible the date of the picnic is arranged so that the sail home can be made by moonlight, which adds greatly to the beauty and charm of the trip.

The singers of the staff lead in the choruses, and usually some musical instrument is taken along to provide the accompaniments.

Covering the Field

Of the three evening papers in Toronto, each has its own following—its own field—which can only be covered by the use of that paper.

The News' field is a large part of the local evening paper territory—a fact which is recognized by the wise advertiser with a proposition of interest to the great buying public.

Rates and Information from

THE NEWS PUBLISHING CO. LIMITED

BAY STREET, TORONTO

In the thirty years that have elapsed since its foundation

THE TRIBUNE

has achieved success solely on its merits as a business proposition.

LOCAL ADVERTISERS WHO HAVE BEEN USING IT ALL THESE YEARS ARE BUYING MORE OF ITS SPACE THAN EVER BEFORE. IF IT PAYS HIM IT WILL ALSO PAY YOU. TRY IT.

TRIBUNE PUBLISHING CO.

WINNIPEG

DAILY TRIBUNE
Evenings

FARMER'S TRIBUNE
Wednesdays

Rates and Samples on Application

In the fall months of September and October a Weiner Roast and Bean Bake is arranged for, and this has proven to be the most popular of all our outings. This fall we enjoyed the 3rd annual fall outing on the banks of the Humber River. The long walk through the woods, glorious in their autumn tints, and in the invigorating frosty air, followed by a ball game and other sports after reaching the camp ground, provide the appetites which get away with seemingly enormous quantities of "Coney Island Red Hots" and "Baked Pork and Beans." Truly, not what one would order from a menu at the King Edward Hotel, but how good they taste after an afternoon's romp in the open air.

The group photograph shown on these pages gives some idea of the spirit in which the staff entered into the sport, throwing off coats and even collars and ties, so that full action may be obtained in the annual ball game between "Up Stairs" and "Down Stairs." It might be stated that the game is played under indoor baseball rules, and the umpire is chosen because of his lack of knowledge of the game rather than because of it.

The results from such picnics are certainly beneficial, and the added enthusiasm and interest in the work is more than manifested on the days which follow.

Once every three months is not too frequent to have an outing of this kind, and if novel features are introduced, and the interest kept up, a pleasant afternoon can be had at a very small expense, and the work of the whole office and of the whole business can be helped and strengthened.

NEW BLOOD IN THE AGENCY FIELD

Our leading Canadian Agencies are continually introducing new blood into their organizations with a view to maintaining the highest state of efficiency. The latest change is the transfer of D. C. Coutts from the Farmer's Advocate, with whom he served for some years, to the McConnell and Fergusson Agency, with head office at London, Ont. We understand that Mr. Coutts' headquarters will be in Winnipeg.

D. C. Coutts, representing McConnell & Fergusson Winnipeg

A BUMPER CROP

is assured for Alberta this year. Wheat is the backbone of the country. Alberta wheat is the finest in the world. The growers of this wheat—Alberta farmers—are the richest in the world. They buy most largely the well-advertised goods. THE DAILY HERALD is the paper of the Alberta farmer. It covers the field, it goes to the homes. It has a total net paid-up circulation of 12,448 copies per day. Are your goods represented in its advertising columns? They should be. All authorized advertising agencies will quote you rates, or write us direct and learn first hand of the great possibilities of this fastest growing country in the world.

DAILY The WEEKLY

Herald Publishing Company Limited

Calgary - Alberta

EDGAR J. GUY, Eastern Representative, 61 Canada Life Building, King St. West, Toronto

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

More than 75 per cent. of all the Newspapers in Canada are Country Weeklies.

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

Country trade is valuable and sticks. It is useless trying to capture it except through the Local Weekly.

The largest and most successful advertisers invariably use our list of Country Weeklies.

Sworn Circulation for 1910, 2,708,388. Weekly Average, 52,084.

Hamilton Newspaper Union

Hamilton, Canada

THE RETAILER AS THE MANUFACTURER'S PARTNER

By G. B. Sharpe, Publicity Manager, De Laval Separator Company, New York. Extracts from Address at the Recent Convention.

Not so long ago the average manufacturer's idea of distribution was to load up the retailer and then let him unload the best way he could. The moment the manufacturer got his goods on the dealer's floor his interest in them ceased. The next time he sent his representative to that town, if the dealer had not unloaded, the traveller was instructed to try to land someone else.

The fundamental scheme of manufacturer and jobber distribution was to get the dealer to buy a stock and pay for it, the assumption being that once the dealer's money was tied up in the manufacturer's goods, he either had to get rid of them in some way or go out of business.

Perhaps I am in error in assuming that this method of merchandising is altogether a thing of the past, since there are still many manufacturers following this old moss-covered trail.

With the advent of modern advertising methods and a better understanding of the true functions of advertising, the attitude of the progressive manufacturer toward the dealer has greatly changed.

To-day the up-to-date manufacturer realizes that his goods are *never actually sold until they finally reach the hands of the ultimate consumer or user.*

We hear a great deal to-day about money that is wasted in national advertising, but I believe that in ninety-nine cases out of a hundred when such waste is traced back to its original source it will be found that the manufacturer had not made proper provision for the *most vital link* in his chain of advertising, namely, securing the dealer's co-operation.

Time and again we have seen a manufacturer start an advertising campaign without making proper arrangement, in some cases no provision at all, for retail distribution, under the mistaken impression that such a demand can be created by the consumer through the retailer, and that the retailer will, therefore, be forced to stock the manufacturer's goods. There may be isolated cases where such procedure was successful, but the odds are a *thousand to one* against such a plan.

In the gradual change of attitude toward advertising of both the wholesale and the retail distributor of merchandise that has come about in the last ten years, the manufacturer, largely because of his broader viewpoint, has no doubt advanced more rapidly than

18,611 COPIES

each issue (sworn) was the August record of

The Hamilton Spectator

It is its great *city* circulation—*home delivered*—that makes the Spectator so valuable in its field. In *city* and *country* it has many thousands of circulation daily more than any other local paper. All objectionable advertising is excluded. You are sure of being in good company when you use space in the Spectator.

GRAIN MONEY

Is about due to move. The farmers in Saskatchewan will almost immediately be turning their wheat into coin of the realm. HOW ABOUT YOUR GETTING SOME OF THIS CASH? You can best reach the prosperous people of Saskatchewan by using

THE REGINA LEADER

MORNING — EVENING — WEEKLY

The paper with the BIGGEST and BEST circulation.

Sworn average for last three months Over 9,000

Write for Rates and Detailed Circulation Statements.

THE LEADER - REGINA, SASKATCHEWAN

Special Representative, EDGAR J. GUY, 61 Canada Life Building, Toronto

the retailer in his appreciation of the benefits of the printed word.

It is only within the last three or four years that retailers throughout the country, especially in the small towns, have generally come to appreciate the advantage of handling advertised goods; and the salesman to-day who is able to approach a live dealer and prove to him that his employer is consistently and persistently endeavoring to create through advertising a popular demand for the line he handles, will find it much easier to get a hearing, and will come away with a good deal larger order than if he be unable to assure the dealer that the manufacturer will co-operate with him to get the goods sold.

Dealers are learning to appreciate that there is a growing tendency on the part of the consumer to ask for quality goods, goods of known worth and reputation.

While the consumer does not stop to analyze his attitude toward advertised goods, he nevertheless accepts such advertising as an assurance of merit.

Conversely, I believe the time will come when the public will look upon the non-branded, non-advertised article with more or less suspicion. In fact, I am not sure but that I am mistaken in representing this as a condition of the future, rather than one which even now prevails.

The dealer is disposed to give his customers what they want, provided he can make a fair profit on the article in question. And right here I want to leave a word of caution with the national advertiser distributing goods through the dealer. Don't let any one try to tell you that because you are creating a consumer demand through advertising, you can afford to raise your prices to the dealer to such an extent as to reduce his margin of profit below a reasonable figure. *It won't work.*

If you want the dealer's co-operation you've got to make it to his interest to handle your goods, and no matter what the consumer demands you will find it to your advantage to allow him a fair and reasonable margin of profit.

It is sometimes the case that the manufacturer tries to "put one over" on the dealer by running a series of big copy in a few unimportant mediums, and then making a grandstand play to the dealer in an effort to impress him with what he is doing to create a retail demand.

As the dealer comes more and more to appreciate the advantage of handling properly advertised goods, he is at the same time more closely analyzing the means taken by the manufacturer to create such a demand. The salesman who to-day goes to a dealer in a country town who depends for a large part of his trade on the farming community around him, and tries to impress the dealer with the campaign his employer has arranged in the magazines and metropolitan dailies to help the dealer to dispose of his goods, will get the "horse laugh."

It is not only necessary for the manufacturer to show the dealer

These Benefits Are For You

By our system of co-operative publishing benefits accrue to both local publisher and foreign advertiser. The publisher gets a live, up-to-the-minute news and general service at very small cost.

The advertiser gets three things:

A low space rate.

A complete saving of the detail that the making of separate contracts with a large number of papers would necessitate.

A greatly reduced bill for printing plates or the preparation of extra sets of "copy."

You cannot properly cover Ontario without using the papers on this list

Phone, Wire, Call or Write

THE WILSON PUBLISHING COMPANY
OF TORONTO, LIMITED
73 West Adelaide Street, Toronto, Ont.

HOW LONG WOULD IT TAKE YOU to personally solicit 145,000 people? A mighty long time, wouldn't it? Yes indeed! But you can reach these people directly and personally in one single issue of

The London Free Press

Taking our daily circulation at 29,000 (which runs considerably over this every day), and following the old plan of five readers to every paper, it would introduce you to 145,000 people throughout the best part of the Dominion.

Western Ontario

The London Free Press practically owns this ground. No other paper anywhere has yet been able to cover that ground as completely and capably as this publication. Investigate for yourself. The circulation is guaranteed by the Association of American Advertisers. Write us or enquire of any authorized Advertising Agency.

The London Free Press Printing Company Limited,
LONDON, CANADA
EDGAR J. GUY, Special Representative, Canada Life Bldg., TORONTO

he is making a consistent effort to create a demand for his goods, it is necessary for the manufacturer to demonstrate to the dealer's entire satisfaction that he is doing missionary work with the *class of people upon whom he depends* for most of his trade.

In this connection, I want to say that I have been surprised that so many manufacturers with a national distribution seem to have neglected the farm paper field.

That the farmer has more surplus money than the average city clerk and mechanic, we must all admit. That he can be interested through advertising more easily than the city dweller those of us who try to reach both classes know to be an assured fact.

That he can best be reached through the farm papers, in fact, cannot successfully be reached in any other way, and that he is worth interesting, is also a fact that so far seems not to have percolated within the inner consciousness of many of our national advertisers.

I have made it my business during the last five years to keep in close touch with the dealers. I have talked to hundreds of dealers from all parts of the country, and every year I can see a *growing appreciation on the part of the dealer* for all assistance rendered him by the manufacturer along lines of advertising.

In order that the manufacturer may secure advertising co-operation from the dealer, it is absolutely necessary for him fully to appreciate the conditions under which the average dealer in a small town operates.

As a rule the only man in the town who knows anything about advertising is the local newspaper publisher; and what the local newspaper publisher does not know about advertising will in most cases fill a large-sized volume.

In other words, a dealer's knowledge of advertising and its benefits is almost altogether derived from the educational work done by the *manufacturer*, with perhaps some few pointers gleaned from such trade papers as he may subscribe to.

Within the last year or two some of the most enterprising trade papers have installed departments designed to interest the dealer in the advantages of retail advertising, and assist him in making his own efforts along that line more profitable. From my own experience I have found a very large proportion of our dealers willing to co-operate with us in local advertising and sales promotion.

In securing such co-operation, I do not know of anything that is more beneficial than a good, live *house organ*. Through a house organ, properly conducted, the manufacturer can furnish the dealer with suggestions and hints in such form that they may be utilized in his local advertising campaign.

If the manufacturer is conducting a national advertising campaign, he will receive many inquiries in response to such advertising and when these are promptly turned over to the dealer they

always encourage him and impress upon him the fact that the manufacturer is really trying to help him.

I know quite a number of manufacturers whose attitude seems to be that advertising is a good thing, provided they can get the dealer to hold the bag. But I do not think that any manufacturer will ever proceed very far or accomplish very much on that basis.

Co-operation is the slogan of the age. The manufacturer must be willing to do his part, because the dealer is quick to see a one-sided proposition, but if he can be shown beyond peradventure that the manufacturer is spending his own good money in publications which reach his customers, the manufacturer will find that the dealer will readily co-operate with him, provided the matter is placed before him in the proper light.

To the manufacturer who is starting out to secure greater co-operation from the dealer, I advise a very careful analysis of his whole selling proposition. The advertising or sales manager who is endeavoring to inaugurate a dealer's co-operative advertising campaign *should not depend upon second-hand information.* He should spend considerable time in the field and satisfy himself regarding actual dealer conditions, and be guided largely by the information received from the dealers themselves.

I believe that if more of our national advertisers would make it their business to get in closer touch with their dealers and familiarize themselves with local selling conditions, furnishing the dealer with the means and methods of forming the point of contact between the manufacturer's national advertising and the dealer's own customers, that in almost every case they could multiply the power of their national advertising many fold.

In conclusion, I want to sum up in just five words what I believe is the policy necessary to secure the maximum results for the manufacturer marketing his product through the retailer: "Make the dealer your partner," and in just such measure as the manufacturer is able and willing to live up to that policy will his success be assured.—*Printer's Ink.*

Excellent use of photography in illustration

Keep hammering away. It will build up a business as well as a boat.

SUCCESS—ITS SECRET

By Henry Knott in Agricultural Advertising.

"If the elevator to success is not running, take the stairs."

Success! What is its secret? Why is it that so many fall upon the way, striving hard, but failing, while others seem to own the golden key that unlocks the treasure vault of good fortune? Is success an intangible thing, impossible of definition, or can it be defined in terms that all who read may know? Is there a time for every man when the path of life confronts him with the fork roads of diversity, where he has to choose unknowingly the right or wrong path? Or, is there one royal way, broad and attractive, leading to the goal of man's desire? Advice is ever in the air. Men who have won success are prone to talk about their method, to declare that THEIR way is the ONLY way, their history true for all. Follow me, is their dictum. Do as I tell you, if you can, and you shall win what I have won. No set of rules was ever sufficient to place a man at the top. His faculties must first be built into one harmonious whole, the steel and iron of will and purpose.

He must weigh so much in the scale of manhood. He must possess mental and moral assets before he dare tempt the liabilities involved in the winning of success. It is better to try and fail than to be satisfied.

Take away the restlessness in human blood and where would be our civilization?

The life of business is competition. Man needs incentive to bring out the best in him. The spirit of progress is born of rivalry. The cheapness and quality of present-day commodities is a direct result of healthy warfare in the market place.

Being ready, possessing the art to do certain things in a supreme way, is the secret of success, for merit and success are twins. Now, for certain philosophic applications.

To earnestly desire success is a prophecy of it. Deserve it if you do not win it, and if you get there, don't let the journey cost you more than its worth. Remember, honor is an obligation, but if it feeds upon the opinions of others, it will starve.

Make success a habit.

It merely depends on steadfast best-doing, persistent labor. If you have any blanks in your book of life, fill them up with work. Fortune treads on the heels of every true effort, for the man who is always trying to surpass himself is growing simply because he is in earnest.

Be what you seem to be and when you speak, let your words be heralds of your mind. A subtle dissimulation to gain respect, is always "classed" sooner or later. Sincerity breeds confidence.

Be a gentleman—haste, but never hurry. Time is the only thing you've got. Then conquer the hours. The difference between "existence" and "life" is, the one wastes time, the other uses it.

To stand upon your feet and speak for yourself—be honest. If a man calls you a liar, refute him not with words, but by your life.

In geometry, a straight line is the

THE
CENTRAL PRESS
AGENCY
Established 1878
F. DIVER Manager
HEAD OFFICE AND FOUNDRY
70-76 PEARL ST TORONTO
BRANCH REGINA SASK
ELECTROTYPING
STEREOTYPING
ENGRAVING
DESIGNING
ILLUSTRATING
ADVERTISING
CONTRACTORS
AND
READY-SET-PLATES
CPA

shortest between two given points. Honesty is the straight line between business and success.

The more merit you have, the less noise you will be required to make. You may not always get what's coming to you, but men will know you deserve it.

Don't let the glare of success dazzle your eyes. Money never made anybody happy. It is necessity which gives stimulus to industry. Prosperity can ruin.

With ordinary talent and perseverance, nothing is impossible. It is through want of application rather than means, that man fails. Knocking loud enough, a drop of water gains admission into the heart of the rock.

Some of us have the habit of stepping over ordinary duties to reach imaginary ones. To gain advantage of the hour, perform every duty, great or small, as they come. Sometimes, ordinary situations produce extraordinay results.

Wait not for the chance, seek it, find it, conquer it, make it your slave. Be the bell-wether. Have individuality.

Remember the chain of habit is forged day by day. The links may appear small, but they may be too strong for you to break them.

Success is the triumph of enthusiasm. Make your enthusiasm like the measles—catching.

Try treating a possibility as a probability, and see what happens.

Don't worry over mistakes. By experience man grows. Sometimes we discover what will do, by finding out what will *not* do, but to make the same mistake twice is the emblem of a fool.

To be successful, one must venture, although nothing is absolutely certain. A man may plan ever so carefully, every eventuality being considered, and the utmost of human foresight hedge his undertaking, yet some little circumstance, unforeseen and unrecognized in his plans, may bring his work and project to failure or defeat. But most of the joy of succeeding comes from his fight to get there, and the truly ambitious man is always moving his horizon further away, always walking on tiptoe looking over the heads of the crowd.

CANADIAN PRESS ASSOCIATION

A meeting of the recognition committee of the above Association was held at their offices, 503 Lumsden Building, on Friday, Oct. 6th, under the chairmanship of W. J. Taylor (Woodstock Sentinel Review). There were also present W. A. H. Findlay (Ottawa Free Press), H. P. Moore (Acton Free Press), J. F. MacKay (Toronto Globe), D. Williams (Collingwood Bulletin). A. McKim (A. McKim, Ltd.), J. J. Gibbons (J. J. Gibbons, Ltd.), H. Gagnier (Gagnier Advtg. Agency), J. P. Patterson (Woods-Norris, Ltd.), M. M. Fergusson (McConnell and Fergusson), and Fred. Diver (Central Press, Ltd.), representing the Agencies, were present by invitation.

A Bulletin will be issued shortly telling what was proposed. The question of a standard rate card and a uniform size of copy instruction sheets was brought up and decided on.

The recognition committee drew up a set of rules relative to the acceptance of new advertising agencies, which were endorsed by the agents present. The decision of this committee will be final.

INITIATIVE

Extract from Address by Christopher E. Town, Assistant Secretary of the London (Eng.) Chamber of Commerce.

Initiative is the quality which initiates, or gives birth or beginning to thought or actions, and is of all business qualifications the rarest. It is to initiative that our great industries and commercial enterprises are due, and without which they would decay. Capitalists of all grades and classes are ever on the look-out for the man with initiative, in order that they may add to their wealth by giving scope to new ideas. The man of initiative is never at a loss for a living. Under whatever circumstances he may be placed, and whatever may be his difficulties, he will always find a means to earn something, and thus reach the halfway house to a solution of his troubles. An employee who has the opportunity, and who can show his employer how to improve his business by new or improved methods, how to secure new markets and extend his customers, how to economize in time and material or expenditure, or how to increase the profits or revenue of a concern, is the man who will ultimately merit a position of trust or make a start for himself as a master man. Men lacking in initiative must always be servants; they must remain of the rank and file content automatically to carry out orders. Thinking, in, out, round and about, is a mental exercise in which they never indulge. Such are those one is constantly meeting who complain that they have fallen into a rut—who go round the clock exercising as much intelligence as the hands on the face of that mechanism. They never stop to enquire as to the force which impels them on their path. Yet, if they did, they would find it in initiative—the power to conceive new ideas, to contrive, to organize and to re-organize, to break from the "Puffing-Billy" of tradition and to run in its place one of the mammoths of efficiency better suited to our more advanced times. Initiative is the mighty layer of new tracks without which commerce would remain stagnant, production would languish, and the world's economic fabric would perish from dry rot.

Advertising will be an exact science when some one makes a correct chart of human nature.

There is no lack of opportunities to do the things we shouldn't.

MONTREAL PUBLICITY ASSOCIATION

Theodore G. Morgan's Address at the First Annual Meeting of Members. Truth is the Keynote in Advertising.

The Boston convention was the greatest tribute ever paid to the cause of advertising. It conclusively demonstrated its importance by the fact that some 3,000 men were willing to give of their valuable time and experience in furthering the cause of advertising.

The keynote and dominant message of the convention was one of truth. Nothing that science can contribute, nor that art can give, can begin to take the place of the straightforward, truthful statement of facts—truth, honesty, and sincerity of purpose, which are the keynote of success. This message was borne out in an emphatic way in practically every address of the convention.

The division meetings discussed the imperative need of securing scientific data in order to find out how to appeal to the human mind and what governs its response. The greatest business successes today have been built upon the repeat order process, and only has this been made possible when the public has had absolute confidence in both the merchandise and the printed statement that first called that merchandise to their attention.

The message of the Boston convention was of deeper significance than one would at first realize. It signalized the efforts of advertising men to get together and forget their own narrow interests in an effort to contribute something from their experience for the betterment of advertising, to place it upon a more dignified basis, because advertising represents, when wielded as a power for good, the most

Excellent use of child illustration

powerful force in the world. For what is more inspiring, and yet more suggestive of power, than to be able to sway millions to think, to act, to live and to spend in a different manner than they otherwise would.

To wield this power intelligently, the advertiser has turned to psychology, for what psychology might have in store, and has drawn from art that which might be useful in

the make-up of pleasing and more effective advertisements. Marked progress in this respect has been made by the Business Men's League of New York in their research work and employment of laboratory tests to ascertain the exact merits and proportionate pulling power of advertisements before they were run in current magazines and newspapers. One of these interesting experiments proved that an advertisement, scientifically prepared, had forty-one times the pulling power of a larger one that had not received careful scientific preparation.

Following Mr. Morgan's address, plans were laid for an aggressive year's work. Retiring President Geo. E. Fraser commented upon the success which had been made possible for the association in its first short year, January to September, through the interest displayed in its undertakings by those interested in advertising. Its membership was now 79. The spirit of co-operation between buyers and sellers of advertising was already bearing fruit in bringing about the solution of common problems in a way to improve the advertising situation generally.

Officers for the ensuing year were elected as follows: President, F. W. Stewart, sales manager, Cluett, Peabody & Company; first vice-president, Theodore G. Morgan, director of publicity, Henry Morgan & Co., Limited; second vice-president, A. J. Dugal, with W. H. Scroggie Co., Limited; hon. treasurer, E. Lorne Tuck, Industrial Advertising Company; hon. secretary, W. Tait, with the W. R. Brock Co., Limited; directors, W. T. Robson, manager, Publicity Department, C.P.R.; B. G. McNabb, manager, New Business Department, Montreal Light, Heat & Power Company; T. R. Gaines, Vassar Garment Store; Alfred E. Michaels, advertising manager, H. Jacobs & Co.; George E. Fraser, manager, Dry Goods Record; Jas. J. Gallagher, Eastern manager, Acton Publishing Company.

Good advertising.
Emphasizing peculiar shape of bottle

Tuesday, October 31, is the date of the next monthly dinner and meeting.

Read, mark, learn and inwardly digest your insurance policy.

CO-OPERATION IN ADVERTISING

McConkey's Palm Room, on Thursday, September 28th, was the scene of a banquet under the auspices of the Toronto Ad Club, at which the principal speaker was L. R. Greene, Advertising Manager of the Sherwin-Williams Paint Company, of Cleveland, one of the most successful advertisers on the American continent.

Over one hundred interested and enthusiastic Ad Men discussed the good things provided, the walls of the hall being decorated with the large panels shown at the Boston Convention, illustrating with actual specimens what are considered by experts to be fundamentals of good advertising.

The Manchester Male Quartette, of Galt, enlivened the proceedings with several selections, rendered in a highly artistic manner, and Messrs. Rae, Healy and Hunt gave accounts of the Toronto delegation's trip to Boston, the latter's remarks being illustrated by limelight views, some of which provoked much merriment. Adam Lewis sketched an itinerary of the Dallas trip, and read a letter from Fred. Johnston, Secretary of the Dallas Club, urging a good attendance from Toronto.

Mr. Greene, who was very well received, stated he was a Toronto boy, and was amazed at the growth of the city since his last visit, ten years ago.

Getting down to the subject of co-operation, he claimed that advertising, to have its greatest possible value, must be of the kind that induces activity on the part of everyone interested, directly or indirectly, in the handling of the product.

The value of a firm's advertising to its representative was of primary importance.

Misunderstandings between Advertising and Sales Departments were fatal to the success of advertising. Complete harmony between

Buy a Buckley hat and see what happens

these two great forces of modern business was absolutely essential.

The sales force must fully understand the objects of the advertising, which must be planned so that the campaign fits the conditions confronting the salesmen.

He considered that it was just as important nowadays for salesmen to be equipped with an outfit which al-

lows them to explain the value and effectiveness of the advertising, as it is to fit them out with sample trunks of the goods.

No better form of advertising exists than through a firm's personal representatives.

By means of literature issued by his own firm, samples of which were shown, Mr. Greene explained successful methods of obtaining the dealer's co-operation, and of keeping the salesman in touch with the different advertising being put out.

A tremendously important factor, if advertising is to produce to the utmost, is satisfactory distribution.

The dealer and his clerks must thoroughly understand the manufacturer's product, and this can be accomplished largely through the salesmen, through educational booklets, pamphlets, or through a house organ filled with helpful information, and reaching the dealer at regular intervals.

The manufacturer can best cooperate with the dealer and hold the dealer, by showing him how properly to arrange and display the goods he manufactures so that they will attract the attention and interest of the customers of the store. He can furnish the dealer with talking points presented in a way that the dealer and his clerks can use them when talking to possible customers. Such work is of the greatest value, for how often we find that some good product fails to give satisfaction simply because the dealer did not understand its proper use and in turn, of course, could not explain to the customers who bought it.

Clever window trimming is one of the greatest modern sales methods. Just remember the time and attention given to this feature by the big departmental stores and you can appreciate what a tremendous value window trimming has.

Brigger's Orange Marmalade

There is no question about the superiority of this brand -- contains only the highest grade ingredients procurable—made from specially selected, luscious Seville oranges, and pure granulated sugar.

Sold in vase-shaped 1 pound jars and five pound gold-lined pails.

Ask your grocer for Brigger's Brand. G68

Good use of small space without cut

The advertising manufacturer who is carrying on a national campaign is alive to the advantage of having the local dealer handling his goods use the local newspapers, and so identify a local store as the distributing centre for the advertised products, and so he encourages and helps the dealer all he possibly can in the preparation of effective copy. Other manufacturers go still further and offer the service of their Adver-

tising Departments to all their customers. Their experienced copy men are ready to prepare special advertisements, not only on their own

Perfect Porridge in 15 Minutes
SOME housewives don't believe it. That's because they have not tried Tillson's Rolled Oats.
True, you can't do it with some rolled oats, which are so unevenly rolled that they must be cooked all night to become digestible.
But you can do it with Tillson's.
Tillson's Oats consist of perfect flakes rolled to a filmy thinness. Every flake is whole, unbroken and of uniform size. The meal or flour is retained in the flake instead of being spilled out. 15 minutes on the stove cooks them through and through.
And the aroma and appetizing appearance of the porridge made from Tillson's far surpass those of any other porridge you ever ate.
Try Tillson's tomorrow.
Tillson's Oats
Your grocer has Tillson's. Two sizes—10c and 25c. Each 25c package contains a handsome piece of English Porcelain Tableware.
CANADIAN CEREAL & MILLING CO., Ltd. Toronto, Ont.

A good selling point well emphasized

line of goods, but on any other line of goods handled by the dealer. Not one merchant in a hundred has much idea about preparing good advertising copy and so this service offered by the manufacturer is real advertising co-operation.

Now we come to the last phase in co-operative advertising—the advertising that co-operates with the consumer.

The Decorative Department of the Sherwin-Williams Company is a good illustration of such a service.

There has been a great increasing interest in the decoration and furnishing of the home. The wealthy home owner finds no difficulty in obtaining expert advice to assist him in such matters, as he can very readily hire the services of an expert decorator, but the man of moderate means, but of refined and cultured taste, finds many difficulties surrounding him in carrying out his ideas. Therefore, the Decorative Department was started and is being advertised regularly in our national magazine advertising. The Decorative Department, without charge, will sit down and study out a complete color scheme for the whole house house, inside and outside, from cellar to garret. and they will illustrate their suggestions in color.

"Hand Him a Good One"
—if he's a friend of yours. He'll "come back for more" everytime, if you're "trying him out" on
Black Cat
10 CIGARETTES FOR 10c.
Here's a Virginia-raised, Canadian-trained cigarette with a price "wallop" that has all other good ones hanging on the ropes and begging for mercy.
Mild without being weak, the Black Cat counts its friends among sportsmen and gentlemen everywhere.
Ten cents will give you an introduction.
At All Good Tobacconists.
CARRERAS & MARCIANUS CIGARETTES, Limited, Montreal, Quebec

Somewhat freakish, but can't be missed

Many old Toronto friends of Mr. Greene's took the opportunity of renewing acquaintance with him, and his address met with a very cordial reception.

TORONTO AD CLUB

On the 25th September the Toronto Ad Club inaugurated a series of weekly informal luncheons, which should do much to promote sociability and good feeling among members and the advertising fraternity in general. Short addresses, limited to twenty minutes, will be given by leading Ad Men, and the ball was set rolling by an interesting address by Adam F. Smith, Advertising Manager of the Office Specialty Manufacturing Co., Ltd., on "The Efficient Advertising Department."

Mr. Smith mainly dealt with the various cards and forms used by his firm in their business—forms which have proved in actual practice to be most efficient and the best time-savers for the purposes to which they have been put.

He pointed out the necessity of a system to keep track of the actual cost of every ad, with the results accruing—which had been definitely traced, the card showing the estimated cost of any job, being backed by the invoice amount when received.

The usefulness of a proper order form was emphasized, which the speaker considered should be printed in triplicate, the original for the purchasee, the second copy for the Purchasing Department, and the third for the Advertising Department. Two sets of these cards should be used, one for work on hand, to be transferred when filled to the finished work drawer.

The necessity of the closest relationship between the Sales and Advertising Departments was rightly brought out, the various report forms in use for recording sales, prospects, expenses, etc., being explained to the meeting.

These cards formed the basis of a most valuable mailing list, and travellers had to fill them in with the greatest regularity and care.

Dignified, artistic and attractive

The methods used for checking newspaper and magazine advertising, for recording results for individual ads, and for keeping track of results from circularizing were also shown, as well as a card recording all calls made and actual sales concluded.

Samples of a post card used daily by each salesman to advise his whereabouts for the coming week, and the full methods of keeping

track of cuts and drawings were also shown and explained, and the speaker was duly thanked for his instructive and interesting address.

There was some delay in the service which kept the members till 2.15 p.m., but we understand in future these informal gatherings will last one hour only.

On Monday, October 2nd, at the Ad Club weekly luncheon at McConkey's, Chester B. Ames, of the Arts and Crafts Association of Toronto, gave an interesting address on the Relationship and Inter-dependence of Advertising and Printing.

The advertiser, said the speaker, is largely dependent for his success on the printer, and the printer would soon be out of business but for the patronage of the advertiser in one form of printing or another. The two are bound by an inseparable marriage tie—there can be no divorce.

In the old days conditions in the printing trade were very different to those existing to-day. Half-tones were unknown, wood-cuts being largely employed. There was no tricolor process, and the paper was very different. It was the exception when a price was asked on a job; but with the existing appliances the work turned out was generally satisfactory at a moderate cost.

The present cutting of prices was unknown. But the old-time printer was working in the dark, and had no idea of the meaning of a cost system. He knew nothing of overhead expenses, and often enough the cost of the ink was not included in the job.

The only remedy for this state of affairs, which spelt bankruptcy to many a printer, was organization. Now printers have affiliated with the idea of ascertaining just what each job costs, of agreeing to abolish the cutting of prices, and working together with the object of maintaining a fair profit margin.

Forceful publicity of a new line to Canada

This co-operation cannot but have a good effect on the quality of the work turned out, and should tend to give the advertiser better service and value for his money.

Mr. Ames explained in some detail how the cost of any job was worked out in his own office.

It was reported that a committee consisting of Messrs. Edwards, Rook, Lewis and Lidyatt had been appointed to organize the convention trip to Dallas next May.

RECENT ADS—GOOD AND OTHERWISE

By the Captious Critic.

If Copland's Special Brewed Ale fulfils the Copland's "say so" in this advertisement it must be a good, healthy drink—but just give the left-hand portion of the space occupied by the ad your considera-

Here's a treat for either sex
Delicious light ale
COPLANDS SPECIAL
BREWED ALE
invigorates, refreshes—pleases thirsty folks with its delicate flavor Specially brewed to digest easily Pasteurized—therefore germ-proof—and brewed with the finest distilled water
At your dealer's.
Copland Brewing Company
Limited
TORONTO

tion. It's an insult to real artists to call work like this illustration.

From the shaggy sideboard and the towel, the critic assumes that the being is a waiter, but, gentle reader, try and imagine yourself awaiting a bottle of cold, invigorating ale—you are all expectancy—your palate craves for it—and a creature as is here pictured comes in balancing the tray nimbly on the tips of his finger nails! And those hands—an Ichthyosaurus has nothing on them!

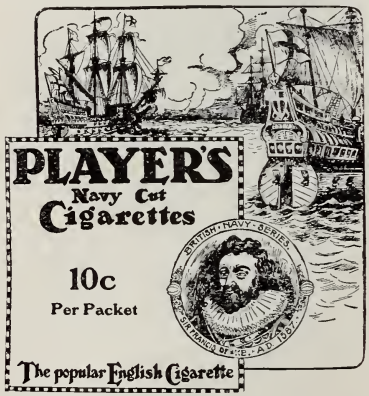
Isn't it a fact that your taste would vanish and your thirst be gone?

Similar advertisements might be clipped from advertising columns every day in the year—cases where good copy is absolutely jeopardized by poor art work. Doesn't it really make you lose a certain amount of faith in the commodity advertised? Just shakes either your enthusiasm or your confidence a little? Mr. Advertiser—if you are going to couple illustration with effective advertising, get effective illustration.

You have to pay for it—good art work costs money, but it proves better policy from every standpoint.

The Player's Cigarette Ad reproduced—one of a series now running in the Daily Press—belongs to the Old School of Advertising, where publicity for the name of the article and nothing more was aimed at. The artistic work is mighty good and attractive, but surely a few sentences giving reasons for the distinctive excellence of the Player Product might have been added with advantage.

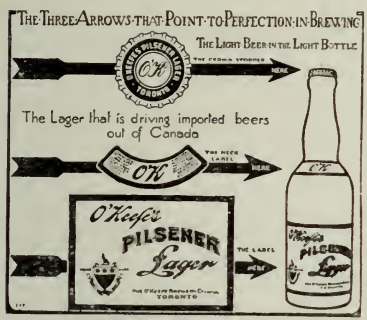
The kind of tobacco leaf used, the facilities for maturing and blending,



the class of paper used, and the sanitary methods of gumming, if tersely told, would interest any cigarette smoker, and add to the pull-

ing power of the ad. The "Player" is in competition with a number of Canadian cigarettes of known excellence, and such additions as are above suggested could not fail to prove beneficial.

Advertising writers who profess to be able to produce reasonably orig-


THE THREE ARROWS THAT POINT TO PERFECTION IN BREWING
THE LIGHT BEER IN THE LIGHT BOTTLE
The Lager that is driving imported beers out of Canada
O'Keefe's
PILSENER
Lager
TORONTO

inal copy, always seem to possess a certain inborn timidity in the use of the arrow for illustration. The arrow has been so done to death in advertising to draw attention to salient points that it almost seems to have lost its power and effectiveness. Here, however, is a bold use of the arrow indicators, and its effect is striking and assists materially in hammering home the three ostensible features of the ad—to familiarize the public with the bottle used by the O'Keefe Brewery. Otherwise there is not much to criticize about this ad, as there is little said, and the illustration is very plain, but the simple use of the black and white display, makes a forcible advertisement and should prove to be good publicity.

Judging by the hilarity and skittishness of the two figures shown in the accompanying ad, the name of the lotion consumed should be called "Fizz" and not "Tiz."

For utter foolishness this illustration is hard to beat. Why should an elderly gent in dressing gown,who ought to know better, and a damsel in unmentionables, do a Highland fling over two dishes of water? The reason, perhaps, is that they have achieved the seventh "foot" heaven! If so, the Lord preserve me from such unseemly company! And this ad appears in full-page space in one of our leading Canadian magazines.

I remember, some time ago, seeing a criticism of the Harpoonist in Agricultural Advertising on a sim-

Four Feet of Glory—
They Both Used TIZ
TIZ, the Only Foot Remedy of Its Kind in the World, Will Surprise You With Its Quick Results
For Tender, Tired, Chafed, Sweaty, Smelly Feet; Corns, Callouses and Bunions.
"We Say What Thousands of Others Know"
"TIZ Is Foot-Rasves on Earth"

ilar ad. There two jovial souls had knocked daylights out of rheumatism by means of a preparation called "Fuss," and were gaily floating through mid-air. The Har-

poonist's final criticism was pointed and will apply equally well in this case (I have forgotten the exact words)—

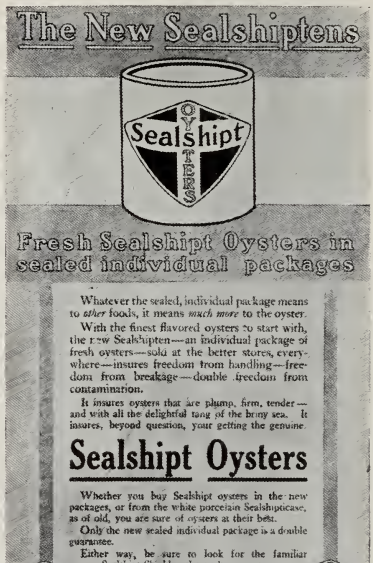
If the remedy, *which contains no alcohol*, is as striking as the advertising, it should certainly perform some weird and wonderful things.

Most patent medicines pay big dividends. Perhaps "Tiz" has done so. But I doubt if this advertising has contributed.

The Sealshipt Oyster people deserve a lot of credit for the persistency they have shown in the advertising of a trade-marked line of oysters.

Their advertising, since its inception, has been good, strong reason-why copy, and should reward the originators by proving to be creative of enormous sales. The critic understands, however, that numerous difficulties have had to be surmounted in order to advertise this line profitably, and to give to the consumer all that their advertisements claimed. The first advertising of this company essayed to show to the consumer the advantages of buying Sealshipt Oysters from the dealer, and insisting on them coming out of the clean, sanitary white case. All of this was quite true, and no doubt if the consumer received real, genuine Sealshipt Oysters, out of the genuine Sealshipt case, they received oysters of the quality that was claimed for them.

But there was no way of ascertaining whether the oysters bought were the Sealshipt brand—the public could not tell by looking at the oysters—the Sealshipt people could hardly recognize the looks of their own product. It was impossible that every oyster could be branded, but something had to be done to prevent the substitution of inferior oysters in the Sealshipt case. The critic surmises that the sealed individual package has surmounted this difficulty, as it is being particularly emphasized in the advertising.


The New Sealshiptens
Sealshipt
Fresh Sealshipt Oysters in sealed individual packages
Whatever the sealed, individual package means to *other* foods, it means *much more* to the oyster.
With the finest flavored oysters to start with, the new Sealshipten—an individual package of fresh oysters—sold at the better stores, everywhere—insures freedom from handling—freedom from breakage—double freedom from contamination.
It insures oysters that are plump, firm, tender—and with all the delightful tang of the briny sea. It insures, beyond question, your getting the genuine.
Sealshipt Oysters
Whether you buy Sealshipt oysters in the new packages, or from the white porcelain Sealshipticase, as of old, you are sure of oysters at their best.
Only the new sealed individual package is a double guarantee.
Either way, be sure to look for the familiar Sealshipt Shield—shown here.
Sealshipt
Free "The Oyster Cook Book"—full of new ways of preparing simple oyster dishes—will be sent free on request. If you do not know the name of a Sealshipt dealer near you, ask us.
Sealshipt
Sealshipt Oyster System—Boston
Members of American Association for Promotion of Purity in Food Products.

The Sealshipt people seem now to have conceived the correct idea, and if their advertising is strong enough to convince the buying public that the Sealshipt brand is packed and shipped under sanitary conditions, absolutely eliminating any chance of contamination, it ought to create an enormous demand.

MEN AND MEDIA

More than one Canadian who has migrated to the States has made good indeed, and we are always pleased to record the successes of our fellow-countrymen.

Geo H. Froft, a Canadian, who a few years ago started the Engineering News, now ranks in the millionaire class, he having recently disposed of his interest to the Hill Publishing Co. for $1,000,000.

* * *

James McHardy, Advertising and Commercial Artist, is now located at 216 Adelaide West, Phone Adelaide 783.

* * *

For downright interest and real artistic excellence, the historical booklet just issued, dealing with the growth of the T. Eaton Company, Limited, ranks with the very finest of its kind ever issued.

The interesting historical account of the wonderful Eaton growth from 1869 to 1911 is well supplemented by a wealth of illustrations depicting the various departments of this great enterprise, the backgrounds for these pictures being softly tinted representations of well-known Toronto and Canadian buildings and other scenes.

In addition are included four pages in white, with sketches in tinting of bronze, depicting science, art, industry, progress, manufacture, and commerce.

The book, which bears the title "The Evolution of a Store," is printed on highly calendered paper, with cover of imitation green crocodile leather.

It reflects the very greatest credit alike on compiler, artist, engraver and printer.

* * *

W. J. Healy, manager for two years of the promotion department of La Presse, Montreal, has been appointed advertising manager of Saturday Night, and of the various trade papers published by H. Gagnier, Limited.

Mr. Healy was also connected with the advertising staff of the Montreal Star for five years.

* * *

A sure indication of the growth and prosperity of the West is to be found in the steady and continued increase, year by year, in the paid circulation of the Winnipeg Telegram. Their circulation statement is, as it should be, certified as correct by the Association of American Advertisers, and is given in detail, both daily and weekly, with regard to its distribution in the various Western Provinces and towns. The Telegram is fully justified in advancing its flat rate per line to 5 cents on the 1st of October.

* * *

The Moore Bros. Printing Co., Lombard St., Toronto, Printers, send us an exceedingly artistic booklet descriptive of the class of work they can turn out. If you wish your circular or booklet to be read, and not, as so often is the case, consigned to the scrap bas-

ket, you can do worse than consult this reliable firm.

* * *

Commencing on Monday, September 25th, the Toronto Ad Club inaugurated their winter session with a luncheon at the English Chop House, King Street West, Toronto, when Adam F. Smith, Advertising Manager of the Office Specialty Manufacturing Company, gave an interesting address on The Efficient Advertising Department. These luncheons will be held weekly at 12.30 p.m. on Mondays, till further notice, and should be productive of much beneficial discussion, and interchange of good-fellowship among the members.

* * *

The Wilson Publishing Co., Limited, have issued a neat and comprehensive little booklet descriptive of the advertising service they can render through the medium of their newspaper list, comprising over 200 papers.

There are some startling facts and figures therein, with which, we feel sure, most Canadian advertisers are unfamiliar, and it will well repay any advertising man to investigate the service these people are offering. Just write for a copy.

* * *

Fred A. Robertson, B.A.Sc., has resigned his position with the MacLean Publishing Co., Ltd., for whom he covered the Eastern Ontario and Centre New York fields. He has accepted the position of Business Manager and Chemist of the Cement Testing Department recently installed in the Toronto office of the Canadian Inspection and Testing Laboratories, Limited.

* * *

We have received from The Heintzman Press, Boston, Mass., a copy of the first issue of The House Organ Review, devoted to House Organ and Catalogue Advertising.

This remarkably artistic little production represents a field with no trade publication of its own—a field whose usefulness may be judged from the fact that there are already over one thousand representative firms who regularly issue a house organ.

The House Organ is an acknowledged factor in the advertising of many of our leading firms, and The House Organ Review should prove very useful as a clearing house of ideas for advertising men.

We wish the venture every success.

* * *

The Montreal Witness has a new advertising manager in the person of J. Sullivan, who is filling the position lately occupied by C. McPhee. The new manager enters upon his duties with plenty of experience behind him, and should prove a worthy successor.

* * *

A business is like a bicycle—when you stop pushing it topples over.

A reputation for square dealing can only be won by absolute honesty.

To make mistakes is human; to straighten them out is an art.

The meaning of the word 'Service'

AGENCY SERVICE has long ago ceased to be a mere bargaining for white space. It has grown to be the most profitable selling help for manufacturers of every class of goods.

Woods-Norris Service

is Agency Service at its best—thorough, personal and economical.

We are splendidly equipped to advise on selling plans and distribution methods, and our up-to-date art, copy and checking departments will go a long way to make your advertising entirely efficient.

Many leading National Advertisers bear witness to the efficiency of our service.

May we demonstrate how we can help *you?* It will put you under no obligation to ask for details.

WOODS-NORRIS LIMITED

Advertising Agency

MAIL BUILDING - - TORONTO

The Globe
TORONTO

Beats Its Own Record

In no previous month in its 66 years of history did

The Globe

carry so much advertising as during the month of September, 1911. In fact, the publishers were compelled to decline several pages of advertising on the ground of "pressure of space." This steady and heavy increase of advertising, in face of the higher schedule of rates which went into force during the year, is but one of many proofs that

Canada's National Newspaper

is maintaining its place in the forefront of Canadian journalism against all comers.

Business men thinking about an advertising campaign should write The Globe, or consult one of Canada's high-class advertising agencies.

CANADA'S
NATIONAL
NEWSPAPER.

NOVEMBER — 1911

Economic Advertising

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WOODS - NORRIS LIMITED
PUBLISHERS
MAIL BUILDING ∴ TORONTO, CANADA

The Toronto Daily Star

And how it is forging ahead
year by year

HERE ARE THE FACTS

Advertising Increase

During month of September for four successive years

	Display	Condensed
1911—Columns	**2132½**	Columns **381½**
1910— "	**1738**	" **351**
1909— "	**1397**	" **310**
1908— "	**1296**	" **213½**

Circulation Growth

During month of September for four successive years

1911....	**76,972**	1909....	**67,406**
1910....	**69,748**	1908....	**57,028**

¶ This is the sworn average net circulation, (not including spoils, left-overs or returns), and is guaranteed by the Inspector for the American Association of Advertisers

The Star Printing and Publishing Co., Limited

TORONTO

UNITED STATES REPRESENTATIVES

C. H. EDDY
1 Madison Ave., New York

EDDY & VIRTUE
Peoples Gas Building, Chicago, Ill.

A Monthly Magazine published in the interest of Canadian Advertisers

Economic Advertising

ADVERTISING RATES.

	1 month.	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year. 10c the copy.

Vol. 4. Toronto, November, 1911 No. 11

Straight Talks

STRATEGY IN ADVERTISING

ONE of the most remarkable contributions to contemporary advertising literature is the recent book on "Real Salesmanship in Print," issued by Lord & Thomas, of Chicago and New York.

That tremendous strides have been made in the art of advertising in the last few years, no one will deny, and the means adopted by this old-established agency to accelerate results, minimize expense and eliminate waste are all along the right lines.

We cannot do more than briefly to indicate the methods employed to make every advertising appropriation so much more efficient than ever before. These are certainly novel, and we would not take it upon ourselves to say they are not feasible in many instances. Advertising men should, at least, read this extraordinary work—plenty of instances are quoted to prove the assertions made.

First, the secret of their success seems to be in the selection of the accounts they handle—all but propositions of intrinsic merit are rejected.

Advertising is frequently delayed whilst a thorough investigation, not only of the dealer's attitude to the goods, but the consumer's also, is made, and then, often, a test campaign covering a limited area is made, pending an appropriation for national advertising.

Consumer Advertising is Profitable—But **Don't Forget the Dealer**

¶ No matter how good your product may be, you must first of all see that it is easy to be purchased, you must perfect your distribution. And you can cultivate and maintain the goodwill of the dealer by using the

MacLean Trade Newspapers

¶ Real Editorial merit, and a well-organized circulation staff have made the MACLEAN TRADE PAPERS the retailers best friends. They are recognized as authorities with their readers, and are consulted frequently by them.

¶ Make the success of your campaign certain by getting the goodwill of the retailer. Tell him how you are making it easy for him to sell your product.

There is a paper on our list specially suited to your product

The MacLean Publishing Co., Limited

MONTREAL ——— TORONTO ——— WINNIPEG

PUBLISHERS OF

Canadian Grocer	Hardware and Metal	Dry Goods Review
Printer and Publisher	Maclean's Magazine	Bookseller and Stationer
Plumber and Steamfitter	Farmer's Magazine	Canadian Machinery
Power House	Canadian Foundryman	The Financial Post
Men's Wear Review		The Marine Engineer

The question of margin of profit is thoroughly gone into; the dangers of substitution examined and rectified, and even the name of the article discussed and altered when necessary.

This is service, indeed, backed by an efficient and experienced staff, and any agency which is willing to expend the money which such investigation must entail is worthy of the largest measure of success.

To obtain the viewpoint of the dealer and consumer on the article advertised is a vital necessity if the advertising is to contain real selling arguments, and, after all, no ad carries much weight that is not penned along these lines.

Information on many other points is also obtained—the class of people reached, what percentage of any one class is using similar articles, the condition in which the goods reach the retailer, the reason for complaints—and extensive use is made of press clipping bureaus and follow-up systems.

Now, such thorough service is to be highly commended, and cannot fail to produce results hitherto undreamed of.

But we would venture to point out that if every claim made can be substantiated, in a very short time the other agencies would be out of business, as no firm would care to take risks when he could invest his money in certainties.

Here are a few results claimed: An immediate, country-wide success; a start in three months that took years in the old way; the elimination from advertising of about all its uncertainties; the saving enough in the cost of distribution to pay the whole of campaign; paying dividends from the start.

As we said before, these claims are backed by examples cited. But read the book yourself. It is, at least, full of good, hard common sense.

TACT

Tact has been defined as the ready power of appreciating and doing what is required under unforeseen circumstances.

And Tact is a no less valuable factor in the preparation of advertisements than in winning the good-will of the person you are addressing.

Women Influence 75% of Purchases!

A strong statement, but justified by actual conditions.

The only kind of readers who buy from advertisers are those who want the magazine they subscribe for.

The Canadian Home Journal

is the Canadian Women's Home Paper — the paper the women want.

Its reading matter appeals irresistibly to women folk — witness the increase in circulation from month to month.

Arrangements are being made to issue an Independent sworn circulation statement — The advertisers only safeguard.

Link up with a winner. Your story told in our columns will be listened to.

THE

Canadian Home Journal

59-61 JOHN STREET, :: :: TORONTO

The tactful man is nearly always a power in his community. He studies the little foibles of human nature, and makes allowance for them—he is never aggressive, pompous nor patronising—he is careful of the feelings of others.

The gift of Tact is nearly always inborn in a man, yet we venture to think it can be cultivated.

Tact is to the present what Foresight is to the future. Farsightedness in anticipating a rise in a market has made many a fortune. Tact in approaching a client has a living selling value that no other quality can duplicate.

And the value of Tact in a business is by no means limited to the selling end. An employer can gain the hearty co-operation of his staff by tactful treatment—the sales clerk can convert a probable purchaser into an actual buyer by the employment of Tact—the sales or advertising manager can smooth out little differences and maintain a harmonious working organization if he is blessed with this all-too-rare quality.

If we were asked to name the Trinity of Graces in modern business, we think we should mention, Courtesy, Initiative, and Tact, and the greatest of these is Tact.

Tact is greater than Talent. Christopher E. Town has said that Talent is something, but Tact is everything. Talent is serious, sober, grave, and respectable. Tact is all that and more, too; it is not a sixth sense, but it is the life of the other five; it is the open eye, the quick ear, the judging taste, the keen smell, the lively touch.

Talent is power; Tact is skill. Talent is weight; Tact is momentum. Talent knows what to do; Tact knows how to do it.

Talent makes a man respectable; Tact makes him respected. Talent is wealth. Tact is ready money.

For all practical purposes in life Tact carries it against Talent, ten to one.

And Tact in the written word is as essential a feature of success as Tact in the personal spoken message.

Expressions that are calculated to annoy the writer must be carefully eschewed in your ads. There must be nothing pompous—nothing likely to offend the susceptibilities and dignity of the con-

18,611 COPIES

each issue (sworn) was the August record of

THE

Hamilton Spectator

It is its great *city* circulation—*home delivered*—that makes the Spectator so valuable in its field. In *city* and *country* it has many thousands of circulation daily more than any other local paper. All objectionable advertising is excluded. You are sure of being in good company when you use space in the Spectator.

Southern British Columbia

Last year produced over **twenty-five million dollars** in minerals, lumber and fruit. In producing this amount thousands upon thousands of men were employed, and all at high wages.

Among these men, as well as among the business and professional men of the district, the Nelson Daily News holds first place. It is the home paper of the district.

Advertising rates and all other information furnished on application.

THE DAILY NEWS
NELSON, B.C.

Established 37 Years

The Sentinel

TORONTO :-: ONTARIO

The average circulation for the month of September, 1911, was

Over 27,000

The "SENTINAL" circulates among the best buyers in the Dominion of Canada, and gives better value to the advertiser, for mail order or general advertising, than any Canadian publication. ¶ Our circulation books and records are open for inspection to all advertisers. Advertising rates on application.

The Sentinel Publishing Co., Limited
59 John St. - Toronto, Ont.

sumer, and due credit must be given to the reader for ability to think for himself.

Any tendency to become dictatorial is fatal to the influencing of business.

As we said before, Tact is most often a natural gift, but its cultivation, to a limited degree, at all events, can be accomplished by every one of us.

WHAT ADVERTISING NEEDS

The needs of good advertising and the best methods of improving it have been the ever-recurring themes in both the editorial and contributed columns of Economic Advertising.

Our columns are always open for the corrections of abuses, for the airing of grievances, and for the discussion of such problems as will promote more and better advertising.

E. St. Elmo Lewis' recent speech so forcibly brought home the idea that *facts* and *not opinions* are wanted nowadays, that we make no apology for reproducing its main features below.

Profitable advertising will surely follow in the wake of accurate knowledge of market conditions—the gamble of space buying must be eliminated—statistics, data and reports, though costly to obtain, must be gotten before the full value from any advertising can be obtained. The speech was illustrated by many striking examples from Mr. Lewis' own experience. He spoke of the difficulty of laying down any definite rules in regard to what constituted good advertising, because advertising had no text-books, no reliable statistics and no data. Unlike other professions, advertising is dominated by chances, and not by determinable features. Advertising can never be successful if practised alone—co-operation is more necessary in this than anything else. The speaker eulogized the work of ex-President Dobbs, of the Associatited Ad Clubs, and stated that he was the first to voice the serious side and tone in Ad Club work. The real purpose of the Ad Club should be to teach members the best there is known of modern advertising science, and interchange of ideas in the Ad Club was the best possible way to foster and enlarge its usefulness. The speaker dwelt at some length on the salient features which an Ad Club should consider in plan-

DON'T OVERLOOK THE FRENCH FIELD

WITH over two-thirds of the population of Montreal and Quebec Province French, it is absolutely necessary to use the French papers in order to talk to this great buying public

La Patrie

is the fastest growing French paper in Canada to-day, its paid circulation for the last months was **48,500** every day and **57,000** on Saturdays.

La Patrie

has quantity, quality and prestige. You cannot cover the French field without it—write for further particulars to

La Patrie, Montreal, Can.

ning its educational work. He asserted that advertising had passed beyond the opinion stage—facts are wanted now, not opinions. An unchanged card in a newspaper was not advertising. The public want to know something about the goods for sale and a card ad shows not only a lack of knowledge of the goods, but a lack of brains.

Attention must be attracted to something worth while. Advertising must be educational. You must get the people to know exactly what they really want, and to do so you must send men out to find out from the consumers themselves what their needs are. The great corporations are not run on the opinions of the President and high officials, but on statistics, figures and reports gathered from every available source at considerable expense.

Advertising to be effective must be treated in exactly the same manner.

As the lack of knowledge of existing conditions even with some of the biggest firms, Mr. Lewis mentioned the case of the sales manager of a large American firm who was after the trade of Rio de Janeiro. He had been circularising prospects in the Spanish language and was dumbfounded when informed that 67 per cent. of the population of Rio spoke Portuguese!

The speaker also referred to the Association of National Advertising Managers, 130 in number, who represent no less than 22 million dollars annual expenditure and employ 11,000 salesmen. The work of this association was right along the lines which he indicated. To find out where the people are, costs money. But it is the only logical way to get effective distribution, and is by far the most profitable in the long run.

The speaker was somewhat severe on the circulation bugbear, and classified circulation under three heads, plain, ornamental and lying. The last he considered the most pestiferous. He strongly advised the Club to find out exactly what the Canadian markets really are. This would be a most useful work, right in line with the Club's other activities.

Mr. Lewis also spoke of three kinds of ad men, the rubber stamp man, the plain copy man, and the advertising manager. He considered that newspaper men, owing to their inborn ability to go

Results Count

If you have a product that is good enough to sell on its own merits, results will come easily from properly constructed advertisements explaining these merits to readers of

THE NEWS

The reason is just this. The News is a strong home paper, recognized by its readers as clean and honest, and this influence is the channel through which you appeal to the paper's following. You buy more than white space. Rates and general information on request.

News Publishing Co., Limited **Bay Street, Toronto**

Send a Strong Message Weekly

to the readers of our big list on Ontario Weekly Newspapers. ¶ These people want the facts about your goods, and when they get them they act—often with surprising quickness and frequency. ¶ They are just as intelligent as dwellers in cities and usually have more time for careful reading. ¶ Their tastes and ambitions are similiar, and they have the where withal to indulge them. ¶ Our papers will put you in touch with about a million of these people every week. ¶ This plan of advertising combines low cost with high-grade service. ¶ Ask us.

The Wilson Publishing Company of Toronto, Limited
73 West Adelaide Street - Toronto, Canada

out and get facts, make the best advertising writers, and thought the advertising manager's position was of the greatest importance. It was necessary for him to act as medium between the head of the firm and the consumer, and he held the same position as the managing editor of the great paper.

Mr. Lewis' peroration was a piece of highly scholarly English.

STANDARDIZED PRODUCTS

Any manufacturer would willingly pay a large amount if he could be certain of having his product recognized nationally as a standard commodity. If an expenditure of a million dollars could standardize a product for all time, few would be so short-sighted as not to grasp the situation and acquire the capital to attain such a reward.

A few years ago such a condition would have been laughed at and entirely discredited, but at the present time there are possibly a score of various foodstuffs and articles of general utility that stand alone on a pinnacle that had been previously regarded as a myth.

This fact was brought to mind by the advertising that is now running all over the continent for the Sealshipt Oyster people. They have branded their line of oysters and are putting them on the market in sealed individual packages, and offering them to consumers as the very highest quality that can be procured. Their sole object is to link the Sealshipt name to the unassailable qualities of purity and value in every minute detail, that when a person thinks of buying oysters he just naturally asks for the Sealshipt brand.

Look up any of the leading periodicals and newspaper mediums and see the plan that the Sealshipt people are adopting. They are apparently cognizant of the fact that Uneeda Biscuits, Post Toasties, Camp's Baked Beans, Campbell's Soups, and other nationally advertised commodities have become the food for all time, and with the courage of their convictions they openly use these people's products to further their own ends and to obtain for themselves the same nation-wide popularity. I suppose it is good publicity for the other articles, and a plan that their manufacturers could take no exception to, but the Sealshipt people are certainly favored by putting their oysters on a par with such generally recognized goods, and are receiving an impetus from the millions of dollars that have been expended to gain for these other products their unprecedented success.

¶ In this space we, from time to time reproduce designs which we have turned out, showing the merit and effectiveness of our work, which is admitted by the larger buyers of advertising material to be of the highest quality and valuable advertising for its users.

¶ Our service and high quality workmanship are such that it is in your interests to keep in touch with

HOUGH—Pronounced HUFF

The Hough Lithographing Co., Ltd.

ALEXANDER MACPHERSON, PRESIDENT

MAKERS OF SHOW CARDS, HANGERS, CALENDARS, POSTERS and ADVERTISING SPECIALTIES of all kinds.

96 Spadina Avenue, ∴ Toronto, Ont.

"WATCH THIS SPACE"

GETS RIGHT INTO THE HOME

You can tell your message to thousands of prosperous Baptist families in Canada, by using the colums of

THE CANADIAN BAPTIST

It is read regularly by a class of citizens with large purchasing power, and has proved a spleddid medium for advertising any article of home use or consumption. An exceptionally profitable proposition you ought to look into. Ask for sample copy and rates. ∴ ∴ ∴

STANDARD PUBLISHING CO.

27 Richmond St. West, Toronto *R. D. Warren, Manager*

THE CONSCIENTIOUS CAMERA

A plea for the Photograph in Advertising—By William G. Colgate-Gagnier Advertising Service.

"Art is long and time is fleeting," sang the poet, and this sentiment has been echoed and re-echoed in varying shades of expression thousands of times since by advertisers who, it is feared, have read into the poet's lines a meaning somewhat foreign to his own.

Ever since the introduction of high art into advertising, the effort has been made to commercialize the artist and get him to conform to some uniform system of working like his literary collaborator of the Faber and Underwood. The attempt has signally failed as it was foredoomed to do. It should have been patent to those who subscribed to the scheme how utterly futile it was to try to regulate the artistic temperament and make it amenable to time clocks and systematic methods of production.

To successfully subjugate the transitory moods of the artist and make him a creature of ironclad conditions and rush orders has been found so far beyond human accomplishment as to make the task of reshaping the universe or imprisoning the sunlight easy by comparison.

That the advertiser would in time, either submit patiently to the vagaries and uncertainties of the artistic ego or else find some more expedient and equally satisfactory method of securing high-class illustrations which would meet his particular specifications was a natural and almost to be expected emanation.

The moment has arrived and the method has been evolved. It is photography. Natural, almost to be expected emanation. Photography in advertising is by no means new. As it is known and practised to-day, however, it is. From ten to fifteen years ago the work of the camera was quite common to the advertising pages of the then existing periodicals and magazines. But it was crude in form and treatment, and altogether devoid of those artistic qualities which distinguishes advertising photography as we know it to-day. The commercial photographer, now familiar, was then almost unknown. Most of the illustrations were done by engraving houses, who, as a general rule, chose the first model that came handy from the office or mechanical department without special regard for the requirements of artistic effect or sales value.

The "high light" and "ghost" treatment of cuts was unthought of, and the close-cut half-tone was yet to come.

The net average circulation of

The Sunday World

for October, 1911, exceeded

61,000

In the City of Toronto alone the net average circulation was

49,140

This is a larger purely Toronto circulation than that of any other Toronto paper —morning, evening or weekly.

The Daily and Sunday World is a combination you should use in your business. They will give you immediate direct results of the most convincing kind.

The perfection of the various engraving processes, the improvement of applied design and the gradual rise in the standards of commercial art filled in the intervening gap between the first immature work of the advertising photographer and its development to its present high plane of perfection.

Those who worship the "god-of-things-as-they-are" find an answer to their prayer in the camera. Although the factor of economy may have something to do with photography's increasing popularity.

Naturally, for one thing, it costs less to produce a photograph strong in selling force than it does for a drawing of the same class by a noted artist like Leyendecker, Adolph Triedler, James Montgomery Flagg, or Louis Fancher.

Doubtless speed also has been a factor. The camera is quicker in its results—much quicker. It has no off days. It is not averse to starting early and working late, and it has acquired a reputation for keeping promises (weather permitting).

In addition to all these desirable advantages, a photograph possesses a deeper degree of interest for the usual reader than the average drawing. For one thing, the camera is truthful, and, hence, more convincing. The coat or the shoes, or the hat or the suit, are reproduced as they actually appear on the living model. No slick art work, no pretence or make-believe there—no imagination or fancy of the artist pictures the article otherwise than it really is. Every detail is clear and vivid and the prospective customer sees the goods as truthfully as it is possible to show them outside of a personal examination at the dealer's.

Moreover, the advertising photographer poses his models with the same critical eye and discriminating taste, and manages to reveal and emphasize the good points of his subject in much the same skilful and artistic manner as his professional but slower brother of the brush.

No longer the characterless and colorless thing it once was,

Comparison Invited

You are invited to compare with any other Canadian publication, the quality and quantity of advertising in December

Canadian Magazine

Christmas Number

Note the firms of standing who use our columns; ask any of them why they stay with us so regularly and be convinced that "Canadian Magazine" is the medium *you* ought to use. ¶ Its circulation has been built up on its real editorial merit. ¶ Ask any reputable agency for rates, or write direct.

The ONTARIO PUBLISHING CO., Limited
15 Wellington Street East - Toronto

Something Your Customers will Read

IS your catalogue a *real live salesman?* Does your style book *impress* men and women—*create* the buying impulse?

Is it—catalogue or style book—*a creditable representative* of the house?

WE can convey *your* selling arguments to your probable customers—make them *read, consider* and *believe* in these arguments.

By simply writing a live story about your product. Or a humanly interesting document about the development of your business and your business methods.

WOODS-NORRIS LIMITED
Copy and Art Department
MAIL BUILDING - - TORONTO

advertising photography has been raised from a state of comparative crudity to a high level of efficiency. It attracts by its artistic quality, and convinces by its positive selling influence. More than ever, it is apt to create desire, because it removes doubt and skepticism, and is not discounted in the same manner as the purely pictorial illustration.

"GET A RECEIPT"
Putting a Receipt in Every Parcel Benefits the Customer
Putting a Receipt in Every Parcel Benefits the Merchant
BECAUSE
National Cash Register Receipts protect millions of customers daily against mistakes and overcharges
National Cash Register Receipts protect hundreds of thousands of merchants daily
Ask for complete information about the "Get a Receipt" plan. Write
THE NATIONAL CASH REGISTER CO.

Articles of a technical nature are better explained through the medium of the photograph, being more believable, better understood and more natural in every way, demonstrating as it does the article in actual use.

Instance, for example, the famous "Get a Receipt" of the National Cash Register advertising; the Presto Convertible Collar in the magazines and *Dry Goods Economist;* Community Silver and the very excellent series of Colorado views used in conjunction with the advertising of the Rocky Mountains, Limited, also Rub-dry Towel advertising, with its magnified nubs which give to the towel its peculiar stimulating qualities. These and other illustrations are familiar to almost everyone.

The New
RUBDRY Bath Towels
Rubdry
Rubdry
Buy a pair of Rubdry from your dry goodsman, druggist or Men's Furnisher for a test (we recommend the 53c and 85c grades as giving best value). Or send direct to us. We pay express charges (where the towels cannot be found locally) and guarantee satisfaction.
RUBDRY TOWEL CO., 195 South Angell St., Providence, R. I.

Among the pioneer exponents of the photograph idea in its newer form are the Stein-Block Company, who consistently evidence their faith in the sales value of photography by using photographic illustrations in their magazine ads and fashion booklets. And still more recently the Edison Phonograph Company have gone on record (no pun intended) by showing their

An Analysis of Canada's Census

WESTERN PROVINCES

Province	Population 1901	Population 1911	Increase	Per cent. Increase
Manitoba	255,211	454,691	199,480	78
Saskatchewan	91,279	453,508	362,229	397
Alberta	73,022	372,919	299,897	411
British Columbia	178,657	362,768	184,111	103
Total for West	598 167	1,643.886	1,045,717	175

EASTERN PROVINCES

Ontario	2,182,947	2,519.902	336,955	15.5
Quebec	1,648 898	2,000,697	351,799	21
Nova Scotia	459 574	461,847	2.273	.5
New Brunswick	331,120	351,815	20,695	6.2
Prince Edward Island	103,259	93,722 Dec.	9,537	
Total for East	4,725,798	5,427,983	702,185	15

The Dominion increased in population in the last decade 1,800,000.

Of this increase Western Canada contributed over 1,000,000. In 1901 the Maritime Provinces exceeded the Western Provinces in population by nearly 300,000. In 1911 the population of the Western Provinces surpassed the population of the Maritime Provinces by nearly 750,000. The four Western Provinces show an increase in population of 175%. The five Eastern Provinces grew in population at the rate of 15%.

Western Canada is conceded by the general advertiser to be the most profitable field in the Dominion. Considering that the Eastern Provinces exceed the Western in population by over 3,000,000, the question may very properly be asked, why is this? The explanation is simple. The inflowing multitude of new-comers to Western Canada appear to follow the practice of disposing of their household effects and their belongings before they come West. They therefore have many needs to satisfy and their buying consequently is liberal and covers a wide range.

The growth of the newspapers in Western Canada is not lagging behind the growth in population. Metropolitan newspapers are published in Regina, Saskatoon. Moose Jaw, Calgary and Edmonton and wise general advertisers are now recognizing Western Canada as a special field - a field which warrants a special appropriation being set aside and special copy prepared for it. The keystone of such a campaign is the great Western Daily—The Free Press of Winnipeg—which has increased in circulation the past ten years from 13,000 copies per day to over 56,000, an increase of 330%, a percentage of increase far outdistancing the percentage of increase in the population of the west.

Any Canadian Advertising Agency will be glad to advise you on Western Canadian conditions and submit a plan of campaign.

Edgar J. Guy, Canada Life Building, Toronto
Eastern Representative

machine in the midst of a family gathering in one of their recent ads in the *Saturday Evening Post*. This depature is all the more significant inasmuch as heretofore, the Edison Company have been ostensible contributors to the support of high-priced art work.

Primarily, the cost of photographic illustrations average much lower than those of any other medium, yet they can be made unnecessarily high if certain precautions are not observed. Usually the photographer's fees run from $2 to $8 a negative, which is reasonable enough, as the photographer is sometimes compelled to hire special models or rent costumes for certain pictures.

It's the "frills" and "furbelows" that cost though—the fine artistic (sometimes) touches of the engraver that often sends the cost skyward and the advertiser's hopes downward, causing him to wonder where the camera's boasted cheapness comes in.

For example: a photographic reproduction of a large-sized advertisement for a popular toilet article which I came across recently, could have been materially reduced in cost by instructing the engraver to make the cut in straight half-tone, instead of a combination of half-tone and zinc, and by having the printer set up the border instead of one drawn by the artist, surrounding a liberal area of mortised space, which also had to be paid for.

It is little things like these, apparently quite small and trivial in themselves, that succeed

Need No Fanciful Drawings
Stein-Bloch Smart Clothes you can judge by actual photographs—and then by the clothes themselves at the dealer's.
STEIN-BLOCH
Smart Clothes
Look at this suit—one of the many Summer weight models. Note its distinction, its beauty of line. Let the nearest Stein-Bloch dealer show you Stein-Bloch Smart Clothes. Notice their style and fine store. Look at the way they are made. They will fit you with more style and less cost than any other make in the world.
Try on Stein-Bloch Smart Clothes before the Stein-Bloch dealer's big mirrors. You can see how you look in them from head to foot.
THE STEIN-BLOCH COMPANY

in raising or lowering the cost of photographic illustrations.

Retouching, too, comes high unless carefully checked. The engraver's natural tendency to charge for as much art as possible is logical, but none the less expensive. And for this reason, the advertiser should make his instructions to the engraver explicit and full. Care should be taken to avoid the necessity for art work in photographs by insisting on clean and highly finished prints. Apart from the very important item of expense, the function of the photograph is to make the object reproduced look as lifelike as possible, and

The *Stratford Beacon*

Stratford, - Ontario

Weekly—Established 1854
Daily—Established 1887

Sworn Circulation Daily, Net Average

2,435

Sworn Circulation Weekly, Net Average

2,536

¶ The Beacon does not sacrifice quality for quantity of circulation. It is a newspaper first, with special up-to-date telegraphic news service; a wide-awake home department; and sells for 2 cents a copy, giving good value to both readers and advertisers. Rate card on application and copy of sworn circulation statement.

W. M. O'BEIRNE
Proprietor

Advertising Your Advertising!

You, Mr. Publisher, have so much white space to sell! It is your greatest source of profit. But how to reach the buyers of space is your problem.

Economic Advertising

will help solve this problem for you in the most economical and practical manner.

"Economic Advertising" is the advertisers' paper of Canada. It airs their grievances, discusses their differences and lends its aid to the solution of advertising problems. It makes for more and better advertising.

"Economic Advertising" is read and appreciated each month by every National Advertiser who is worth while.

Isn't this the medium in which to tell your message regularly and forcefully?

Write for rates and information

Economic Advertising
MAIL BUILDING, TORONTO

this purpose is at once defeated if a great deal of retouching is required. The necessity for proper restraint in this connection is exemplified by the unnaturally smooth polished appearance of automobiles and machinery, which are invariably subjected to elaborate treatment, assuming, in the natural course of things, a look of extreme artificiality, which is seldom pleasing, and

rarely convincing. Even to the most verdant reader this note of falsity is detectable.

As versatile and wide in its scope as the photograph is, it is seldom that it can be applied with any degree of satisfaction to daily newspaper advertising. The reason is owing largely to the fact that rough paper, fast presses and inferior ink present a formidable barrier to good results which no engraving process so far has been able to surmount. A notable instance of this occurred recently when a prominent department store undertook to reproduce in the space allotted to its picture department, a half-tone reproduction of the famous Mona Lisa picture, shortly after its theft from the Louvre. Readers, so far as this attempt was concerned, might still be in ignorance of the picture's identity, for the resultant effect was an oblong smudge of black, much as if the cut had been printed upside down. Processes have been evolved to meet this contingency, but while some have been partially successful, none have been wholly so.

While it is not within the range of possibility that photography will ever prove a panacea for all the ills which modern illustration is heir to, still its useful possibilities are by no means exhausted. Art work will still have its place. But to advertisers who want a faithful and exact reproduction of their product, the photograph offers quick and certain results combined with the natural advantages of realism, convincing effect, human interest and economy.

The time saved and the splendid results achieved are worth the consideration of any advertiser beset by an exigency demanding quick action, with certain effect on folder, window card, trade paper or magazine advertising.

Do Business with the best Farmers in Canada

There is only one successful way and that is by using the advertising columns of

The Farmers' Advocate and Home Magazine

It is published every Thursday, and is now completing its 46th year, having never in all this time changed its name, its policy, its proprietors or its place of publication,—the name is now a household word in almost every farm home in the Dominion.

Send for free sample copy and advertising rate card.

ADDRESS—

The William Weld Co., Limited
London, Canada

Tremendous Circulation does not mean so much in advertising as *Real Quality*

The Gazette

relies upon the quality of its circulation to get you the results you want—*and you get them.*

The Gazette = Montreal

THE "LONG ODDS" OF ADVERTISING

By O. C. Pease
Advertising Manager Canadian Century

There has been so much talk, lately, about honesty in advertising, that the public is beginning to realize the potent value of every branch of advertising. It has been so thoroughly explained, and the explanations are so consistent with common sense, that an advertiser of an article without at least some merit cannot hope to exist for any length of time in the face of the high cost of advertising, that the only question the buying public need ask is, "How long has the article been advertised?"

And such a question need only be asked when the article is an expensive one. We all know that it must take a marvellous number of sales of a 10c. package of tobacco, for instance, to pay the five or six thousand dollar cost of a single advertisement. It stands to reason that if every second man who read such an advertisement should purchase the tobacco (and the average is huge and practically unhoped for) that the returns on such first sales would not be sufficient to cover expenses. The advertiser must be absolutely certain that the purchaser for the first time will be so well satisfied that he will "come again," and is putting up good coin of the realm to back his belief. He must be sure that his product will appeal to the popular taste, and that he only stands to lose on smokers who have a particular and unmoveable preference for some other brand.

And here, again, continuity of advertising comes to the fore. After a few successive primary advertisements, he has a great number of men all over the country as regular consumers. He must know that humanity is fickle, that he is not the only tobacco producer in the land, and that some other manufacturer is liable to commence advertising some particular brand of his own. Advertiser Number One has to keep his line continuously in the limelight of public opinion, and has to use newspaper and magazine space, car ads, and store signs as much as ever before. And if he does not do so, it is a sure token to non-smokers that the brand did not find general favour with lovers of the weed. But when someone puts up five thousand dollars against an indefinite number of ten-cent pieces that he has something that is going to be acceptable to the greatest number, you don't often find that someone dropping his advertising. It looks as if most of them made good.

And so it is with table relishes and corn plasters, shoe polish and sugar—any of the little

A Fair Exchange

YOU can easily get your share of Western Canada's wheat money in exchange for your goods, if you will only tell the people about what you have to sell. ¶ So far as Saskatchewan is concerned, you can best reach the people through

THE REGINA LEADER

Morning - Evening - Weekly

Sworn average circulation for September
Daily 9,825 - Weekly 9,000

This is larger by several thousands than any other newspaper in Saskatchewan. Write for rates and sworn statement.

LEADER PUBLISHING COMPANY, LIMITED
Regina, Sask.

Special Representative, Edgar J. Guy, Canadian Life Building, Toronto

1857 - 1911

The Wisdom of the Ages

The attainment of success in business, *simmered down, is one word, "ADVERTISE!"* In choosing a medium **result giving** should be the first consideration.

The Hamilton "Times"

is the proven value-giver. You cannot cover Hamilton and district without the "Times"—thousands of exclusive readers.

Printing of all kinds a specialty. Communicate for rates.

"Times" Printing Co., Limited

Hamilton - Canada

things that make life better or easier or cleaner or sweeter. The manufacturer is putting up long odds or a guarantee, whichever you chose to call it, and you can't go very far wrong by taking him up.

This seems to be consistent evidence to show that the buying public seldom if ever stands to lose on the purchase of low-priced advertised articles. Now let us consider some manufactured article where the purchaser has to dig away down deep into his pocket or his bank account for the necessary wherewithal.

Let us say a company is started to manufacture pianos. A charter is obtained, the capital stock is subscribed for and partly paid up; plant, machinery, and office furniture all purchased. But out of the original paid-up capital, a far-seeing organization will lay to one side an amount sufficient to carry on a strong advertising campaign. This is as necessary to-day for the ultimate success of that firm as the purchase of the plant and machinery. And remember that the buying of white space is not the only expense that the advertising appropriation will have to stand. There's the preparation of printed matter and the illustrations that are to occupy that space. There is the multigraph to buy, or whatever machine they are to use that is to turn out the letters to the dealers who are to retail the pianos. There is follow-up matter, booklets, and the hundred and one printed things that go with the carefully prepared campaign.

Then the advertising appears —in the newspapers, magazines, theatre programmes, or whatever mediums are selected with the idea of being the most liable to produce the greatest results. The public reads—in the street cars, at home under the soft light of the table lamp, or between the acts at the opera. If the campaign has been very carefully planned, when the public goes forth into the street the next day it will see the new piano attractively exhibited in the windows of the stores who represent the manufacturer in that city.

It is not given to every man or woman to buy one piano, and to very few to buy more than one. Once we buy a piano, we are not likely to need another one. Piano manufacturers know this, and their efforts are directed toward the people who have never bought one. And probably most of us couldn't play a piano if we had one. But there is not one of us who cannot name four pianos without taxing memory a whit. Those four pianos are the ones that have been longest in the advertising field, whose manufacturers have been paying huge sums to publishers and salaries to executives, and who have made good through merit.

THE HERALD

Weekly —●— *Evening*

Calgary, Canada

A City circulation equal to the city circulation of all other Calgary papers combined.

The most popular paper in all Alberta.

Covers the most rapidly growing country in the world.

The best market for well advertised goods in Canada,

The Herald Publishing Co., Ltd.

CALGARY, CANADA

Edgar J. Guy, Eastern Representative, 61 Canada Life Building, King St. W., Toronto

Get your copy in early for December

Canada Monthly

A startling article on *Polygamy* by Janey Canuck, makes it a very important number.

Canada Monthly always has good high class exclusive articles and stories.

In making up your list of mediums you cannot afford to leave off Canada Monthly.

FOR FURTHER INFORMATION, ADDRESS

VANDERHOOF-GUNN CO., Limited

Winnipeg Toronto London Chicago New York

ADVERTISING TO THE FRENCH CANADIANS

By Chas. C. Fee, Promotion Manager
La Presse, Montreal

According to the 1910 estimates of the Census Bureau, 2,220,000—about one quarter of Canada's total population—are French-speaking citizens. Of this number, 1,670,000 live within the boundaries of the Province of Quebec, and the balance —550,000—principally in Eastern Ontario, New Brunswick and Manitoba.

Of the French-speaking people of Quebec Province, 70 per cent., or 1,169,000, live in the villages and rural districts, and 30 per cent., or 501,000, in the cities and larger towns, Montreal alone having in the neighborhood of about 400,000—70 per cent. of its total population.

These French people are wide-awake, enthusiastic, quick to recognize a good article, and ready to buy it. They are quite as prosperous as their English-speaking compatriots, and class for class they are better spenders. The latter can readily be appreciated on a Sunday or holiday, when trolley cars, railway and steamship lines carry thousands of them off in search of recreation.

Of the 544,000 French-speaking wage earners in the Province of Quebec, 36 per cent. (195,840) are engaged in agricultural industries; 15 per cent. (81,600) in domestic and personal service; 24 per cent. (130,506) in manufacturing and mechanical industries; 6 per cent. (32,640) in professional pursuits; 14 per cent. (76,160) in trade and transportation; and 5 per cent. in fishing, lumbering, mining and miscellaneous industries, including, also, the non-producing classes. It is estimated that the yearly wages earned by French-Canadians in Quebec Province, in the above industries, total $154,142,450, divided as follows:

E. ST. ELMO LEWIS
Who talked to the Toronto Ad Club on October 19th

Agricultural industries, $40,343,090; domestic and personal service, $18,196,800; manufac-

LEGG BROS. ENGRAVING Co.

SPECIALISTS IN

PHOTOGRAPHY DESIGNING & ENGRAVING
FOR THE HEATING & LIGHTING TRADE

ILLUSTRATING SERVICE

HIGH GRADE - FIRST QUALITY WORKMANSHIP
QUICK - CAREFUL & RELIABLE DELIVERY & THE
PRICE RIGHT - THIS IS THE SERVICE THAT COUNTS

OFFICE & WORKS
PHONE MAIN 957-958
5 JORDAN ST. TORONTO CANADA

turing and mechanical industries, $47,654,400; professional pursuits, $16,483,200; trade and transportation, $31,464,960.

The above figures do not include the incomes the proprietors of land and other property.

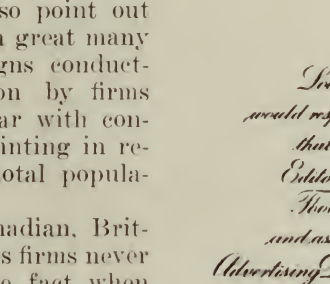
An idea of their wealth may be gathered from the fact that the annual value of field crops is between $85,000,000 and $100,000,000; of dairy products, about $25,000,000, and of manufactured products, $220,000,000.

These facts are mentioned in order to show the importance of that part of Canada in which the majority of its French citizens live. They also point out at first glance why a great many advertising campaigns conducted in the Dominion by firms which are unfamiliar with conditions, are disappointing in results, pro rata to total population.

Hundreds of Canadian, British and United States firms never stop to consider the fact when laying out their appropriations to cover—what they consider—the entire country from coast to coast, that not more than ten per cent. of the 2,220,000 French-speaking people of the Dominion ever read an English newspaper.

Is it any wonder under these circumstances that they are disappointed with results, when right at the "get-away" they are eliminating one buyer out of every four prospective ones? No man in his sober senses would think of going over to France and advertising to the natives in English, so why should he expect any better results from the same procedure here. In fact, there are only three cities in France—Paris, Marseilles and Lyons—which exceed in numbers the French population of Montreal.

The result of this thoughtlessness or ignorance on the part of advertisers is natural and just what is to be expected, that the French centres of population in Canada are practically virgin territory for a great many lines of manufactured and prepared



An announcement with tone to it.

goods. The firms now doing business in the Province of Quebec, in many lines, have only scratched the surface and at that are reaping rich harvests of profit for very little effort.

There is no reason in the world why firms doing business all over Canada, should not get as great a percentage of profit from the French districts, as

In the thirty years that have elapsed since its foundation

THE TRIBUNE

has achieved success solely on its merits as a business proposition

Local Advertisers who have been using it all these years are buying more of its space than ever before. If it pays him it will also pay you. Try it.

TRIBUNE PUBLISHING CO.

Daily Tribune Evenings — **WINNIPEG** — **Farmers' Tribune** Wednesdays

Rates and Samples on application

EDMONTON JOURNAL

Daily and Weekly

Central Alberta—The Journal's Field—has had a record season in products and trade. ¶ *The Journal* gives the most complete news; hence, the best medium. ¶ *The Journal* carries more foreign, local, and classified advertising than any other paper in the field, and at a higher rate. ¶ *The Journal's* circulation covers completely Edmonton and Strathcona, which cities will amalgamate as Greater Edmonton on January 1st. ¶ *The Journal* is equipped with a modern Hoe press, and can use mats. ¶ Detailed sworn statement of circulation showing distribution furnished on application, examined by Association of American Advertisers.

M. R. JENNINGS, Editor and Managing Director — JOHN MacLAREN, Business Manager

Toronto Office: Canada Life Building, Edgar, J. Guy representative

from any other portion of the country, pro rata to population. There is, of course, the so-called language problem, and undoubtedly it does present an obstacle to a certain extent, but nothing in proportion to what some manufacturers will go to secure a small amount of export business.

This Beer
is Right
You will like this beer because it has a delicate flavor and yet is rich and wholesome
Pabst
BlueRibbon
The Beer of Quality
is brewed in absolute cleanliness from Pabst exclusive 8-day malt by the Pabst exclusive process perfected in 60 years of the most advanced scientific brewing
PABST
MILWAUKEE

Attractive, well displayed and well worded

All the large French newspapers in Montreal employ expert translators for the purpose of assisting advertisers who use their columns. Salesmen covering the French districts should of course be able to speak French, and correspondence, follow-up literature, catalogues, etc., should be in the French language. This represents a slight additional expense, but no difficulty of any account.

What will happen when this territory is worked as thoroughly as Ontario and other parts of Canada remains to be seen, but unquestionably, the firms that first apply intensive methods to this field will never have any cause to complain of results.

People in other parts of Canada have had the merits of the hundreds of brands of advertised goods kept constantly before their eyes for years, while only a very few lines have been long and persistently advertised to the French Canadians. On this account a little patience will be required while the people and the goods are becoming acquainted.

As far as copy is concerned, very little extra effort need be put forth. Advertisements and other printed matter that are strong and effective in English, are in most cases equally strong and effective in French, provided the work is done by skillful and competent translators.

Human nature is much the same in French Canada as elsewhere, and in order that satisfactory results may be obtained, educative copy should be used the same as would be necessary in any other territory. A careful study of the situation, carefully laid plans, and the wise use of advertising space in the leading French newspapers, will place any article of merit on a strong and profitable footing among the French Canadians.

* * *

A transaction where only one side makes money is immoral.

* * *

One cannot be enterprising and easy-going at the same time.

* * *

Routine work should never be left for the busy hours.

An effective continuous sound campaign for subscribers is the policy of

Canadian Farm

Our rates of 10c or 9c for 2,000 lines are justified by a guaranteed circulation on August 1st. 1911, of 20,000. Now on October 25th, 1911, our paid subscribers number

22,709

If you are planning a national advertising campaign you must use the colums of the Canadian Farm to reach the best class of farmers and breeders in all parts of Agricultural Canada.

Detailed Circulation Statement sent on request

Canadian Farm
12 Wellington St. E., Toronto

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

More than 75 per cent. of all the Newspapers in Canada are Country Weeklies.

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

Country trade is valuable and sticks. It is useless trying to capture it except through the Local Weekly.

The largest and most successful advertisers invariably use our list of Country Weeklies.

Sworn Circulation for 1910, 2,708,388. Weekly Average, 52,084.

HAMILTON NEWSPAPER UNION
HAMILTON -- -- CANADA

THE TRADE OUTLOOK

By W. L. Edmonds—Managing Editor The Merchants Magazine

Look in what direction we may, examine any trade barometer we choose, and the result is confidence in the conditions which are obtaining in this Canada of ours, even though perfection may not exist.

If the backbone of the country is its agriculture interests, Canada has certainly got a healthy backbone in this year of 1911. In spite of defects here and there the farms of Canada will this year yield a larger revenue than ever before. There is no question about that. The grain crops of the three Western provinces will probably produce revenue enough to distribute an average of over $2,000 among each of its 1,280,000 inhabitants. From grain alone a quarter of a billion of dollars is a nice sum for the three young provinces to have at their disposal, to say nothing of what is produced from hay, roots, live stock and the dairy.

When turned into cash the various products of the farms of Canada may be expected to yield between $500,000,000 and $600,000,000. The aggregate value last year was officially estimated at $507,000,000, and this year it is undoubtedly larger. Figures recently compiled by the census department at Ottawa show that the wheat crop of Canada this year to be 148,000,000 bushels larger than ten years ago. In the same period oats increased 187,000,000 bushels, barley 21,700,000 bushels, flax 12,360,000 bushels, and rye 664,000 bushels.

A folder that brought the business

Most of the factories of the land are as busy as they can be, and the procuring of sufficient quantity of skilled labor is a problem with most of them.

The healthy conditions of the mercantile interests of the country is reflected in the railways now showing increases from week to week and month to month, as they are doing in Canada, one can arrive at no other conclusion.

In spite of the demands of capital for new industrial enterprises and for currency to move the crops of the country, the money market has experienced no inconvenience in supplying the where-with-all for business purposes. In spite of the increased demands for money the last Government statement shows that the banks have more money at their command, the deposits, the commercial loans and the circulation all showing substantial gains.

There is no better trade barometer than the returns of the clearing houses. The increases which these returns show from week to week are extraordinary, particularly when they are compared with the decreases which are almost regularly shown by the returns of the clearing houses of the United States banks.

While building up the home trade the foreign trade has not been neglected, an official return just issued showing the volume of business during the first six months of the fiscal year to have been the largest on record.

The condition of the iron and steel industry of a country is usually indicative of its general trade condition. As a producer of iron and steel, Canada is yet in its infancy, but its industries in this line have already assumed important proportions. The iron and steel produced during the first half of the present year shows a substantial increase,

The Mirror of Fashion
Samples of our 1911 Fall Fashion Catalog production
LEGG BROS ENGRAVING CO
DESIGNERS ENGRAVERS PHOTOGRAPHERS
TORONTO CANADA

A good sample of up-to-date engraving

and, at the same time, our requirements are so great that our importations are unusually heavy. The unsatisfactory feature of the situation as far as some lines of iron and steel are concerned, is the low prices which are obtaining on account of the demoralized condition of the American market and the

consequent low quotations which the Canadian manufacturers have to meet in order to get business.

Good as trade conditions are, it is not every manufacturing firm that is taking full advantage of them. Like a vessel at sea with sails unhoisted, they may be all making some headway. It is possible to drift with the breeze as well as with the tide.

The impelling force that many manufacturers lack is a well laid out advertising campaign—a plan that will include the dealer and the consumer.

In times like these many manufacturers are no doubt in a dilemma. They probably have all the business they can immediately handle. Hence to advertise is to court more. If, on the other hand, they do not keep their name and their product before the trade and the public in the printed word, they are allowing their more far-seeing competitors who believe in the policy of sustained advertising to establish themselves in new territory at a time when the country is growing rapidly and new probable customers are multiplying.

He who advertises to-day has the future as well as the present in mind. When times are dull and business is earnestly desired the advertising opportunities that have been allowed to go by cannot be recalled by the opportunities that are at hand.

There are many manufacturers in Canada who realize the importance of a national advertising campaign. Unfortunately there are also many whose faith in this respect is still weak.

Sustained advertising contributes to the maintenance of the prosperity of the country, as well as to that of the individual manufacturing firm. To defer it until more business is wanted is to defer it to a less opportune time.

HEAVY IMMIGRATION INTO WESTERN CANADA

Mr. J. Bruce Walter, Commissioner of Immigration, Winnipeg, reports that statistics compiled to date show that for the first eight months of 1911 immigration into Western Canada totals 270,757. Many of these new settlers are prosperous farmers from the United States, who have sold their valuable farms there and have bought cheaper land in Western Canada. A large proportion of them have secured farm in the agricultural Province of Saskatchewan, where they will make their homes in future.

CONCENTRATION AND PERSISTENCE

By L. S. Dow—H. J. Heinz Co.

It is told in a fable that there was a herd of wild horses roaming on the plains of western Kansas. A long-legged resident concluded that he wanted a horse and started out to walk after the herd. He picked out the leader as his meat, and day after day he walked after that herd. At first the wild horses sniffed at the man on foot and galloped away, saying: "We wonder what that jay thinks he is going to do, coming after us on foot." Then they would gallop away out of sight, but after a while the footman would come in sight again and the herd would have to gallop away again. For a week this thing kept up. The man on foot walked just the same, and each time the herd galloped away it was a shorter time until he would come in sight again. He didn't give them time to rest and they began to grow weary. "I wonder," said the tired leader of the herd, "if that man hasn't nearly got to where he started out to go. He sticks worse than a sandbur. I suppose that we will have to move on again." In a couple of days the weaker horses in the bunch gave up the race and allowed the man on foot to catch up with them, but he passed on and paid no attention to them. After awhile everything dropped out but the leader of the herd. He was getting so tired that he could hardly lift his feet, but he kept on for another day. At last even the leader could go no further and the man on foot swung his rope over the head of the horse and made him his prisoner.

The obvious moral of this fable is that if you go after a thing hard enough and long enough you will eventually gather it in.

Ability to focus all of one's energy of mind and thought to a common point and hold it there, enables its possessor to exercise a forceful influence upon his surroundings through the resultant intensity of his action. To the salesman, this quality of concentration is invaluable and it should be assiduously cultivated.

Men, however, have a natural tendency to wander in thought —to waver in action; and the extent to which he can overcome this inclination will greatly influence the extent of a man's success in any business.

Having ambition, and a mastery of his subject through thorough knowledge of his own goods as well as those of similar character manufactured by others, and with sufficient discernment to see the channel into which his effort can most effectively be directed, ability to concentrate

is next in order of importance among the essential qualifications of salesmanship.

The power of concentration is a business principle too little known and too rarely applied. We should learn first to apply to our business every aid that offers, to work our advantages to the limit, and then concentrate our every thought and action upon the accomplishment of a desired result. Concentration means to do what you do with all your might; to work zealously and with intensity; to put heart into your work. Then work persistently. Do not lag. Keep everlastingly at it.

Business in large volume, that is worth having, is not to be obtained or held without concentrated effort, persistently applied. The most superior product and the most perfect business system is of little avail without the steady application of tireless human force and energy.

Learn one thing at a time and learn it well. Do one thing at a time and do it thoroughly, remembering that concentration and persistence will probably count for more than all else toward your ultimate success in life.

—*Agricultural Advertising*

A TWO MILLION LINE CAMPAIGN TO ADVERTISE ADVERTISING IN CANADA

From time to time in different parts of Canada spasmodic efforts have been made to advertise advertising, whilst in the States a little more attention has been given to this feature of publicity, yet even there, very little united effort has been put forth.

Perhaps the most noted examples are the well-known daily talks of Wm. C. Freeman, in the New York Evening Mail—talks which we understand appear in some eighty papers in different parts of the States, and which are uniformly educative, attractive, and profitable business bringers.

But the campaign which will be launched in the Canadian Daily Press from Halifax to Vancouver, during the year 1912, under the auspices of the Canadian Press Association, is the first united effort to advertise advertising nationally.

Every paper using the service is to give 20,000 lines of space free, and the following schedule has been mapped out by the committee, consisting of J. F. Mackay (Toronto Globe), Wm. Findlay (Ottawa Free Press), and John M. Imrie (Secretary of the Canadian Press Association).

To commence with, a series of 450-line ads will be run twice a week during the months of January, March and May, to be followed by another series of half-column ads in June and July. A third series of 450-line ads will appear twice a week during August, October and the first half of November.

The first and third series will consist of talks along broad-gauged lines of the benefit accruing to both buyer and seller who purchase or sell standardized trade-marked articles, and the second series will deal with hot weather advertising, with a view to exploding the fallacy that it does not pay to advertise during the summer months.

Every effort will be made to have the advertisements both from a typographical and argumentative standpoint, better than anything before seen in Canada.

The newspapers will be supplied with the necessary plates or mats, and no contract will be made with any paper which will not agree to run the ads exactly according to schedule. Position in every case is to be top of column, next to reading matter.

In cities where two or more papers agree to take the service, the situation will receive the most careful attention, so as to avoid over-lapping, and to obtain the greatest possible amount of publicity.

The indications are that at least one hundred dailies will avail themselves of this service and when it is realized that this amount of space, if paid for at regular rates would represent an expenditure of $70,000, some idea may be gained of the magnitude of the campaign. It will be the largest single campaign ever put out in Canada.

The details are being worked out and the advertising will be placed by the Toronto office of the Canadian Press Association, Lumsden Building, and the advertising agencies are sharing in the cost of producing the copy and plates.

The movement is, to say the least of it, a highly important one, and its influence on trade in stimulating the interest in advertising will be very great.

We can think of no class that will not be benefited thereby—the publisher will sell more space, the agents will be placing more copy, the public will be educated into buying a better grade of goods, and the manufacturer will find a readier output for his wares.

We have, on more than one occasion in these columns, recommended more advertising of advertising, and the present movement has our entire approval and support.

* * *

Without health, "All is vanity and vexation of spirit."

THE EDUCATIONAL SIDE OF THE AD CLUBS

The Toronto Ad Club has set an excellent example in the educational work they plan to undertake during the winter months.

Paul Fitzpatrick, at the weekly luncheon on November 6th, presented the recommendations of the Committee which cover a wide range of subjects for discussion, and were along the lines adopted by the Associated Ad Clubs of America. On October 13th, Mr. Kirkwood, of J. Walter Thompson, will speak on the changes in advertising in the last few years, will discuss existing conditions, and will forecast the probable trend of advertising in the near future.

The following week Mr. Dean, of the Telegram, will review Magazine Advertising, and W. G. Colgate, of the Gagnier Agency, will criticise recent retail ads.

The 27th will be an experience meeting, which should prove both entertaining and profitable, and on December 3rd Messrs. McClellan (Gagnier), and Baker (Multigraph Sales Co.), will discuss the advisability of building for permanent growth instead of looking for quick returns, and how to apply the test of honesty in a practical way to advertising.

On the 10th, Messrs. Rowe and Tedman will speak on the considerations that determine the policy governing advertising methods and will suggest tests for big campaigns and try-outs.

December 17th will be an open meeting for general discussion.

The annual monthly meeting on November 16th will be addressed by Truman De Weese, of the Canadian Shredded Wheat Company, Niagara Falls.

It was reported by the House Committee that furniture and billiard tables had been purchased for the new club rooms, and that they would be ready for occupation about the end of the month. A house-warming will probably be held early in December.

The Ottawa Valley Press Association held their annual meeting in Ottawa on November 9th and 10th, when addresses on various lines of newspaper work were given by members of the Association. A Cost Conference was also conducted by the Secretary of the Canadian Press Association, John M. Imrie.

The meetings were well attended, and the proceedings evoked considerable interest and enthusiasm.

The Alberta and the Eastern British Columbia Press Association held their annual meeting in Calgary on November 9th and 10th.

Liberality in rich men is only a kind of shyness.

THE EDUCATIONAL HOUSE ORGAN

Here to stay—Days of the others numbered

By C. M. Lemperly
Assistant Advertising Manager Manager Multigraph Sales Co.

I have been waiting a long time for the recent outburst of opinions on the fifty-seven varieties of house organs. This is a subject that was destined fifteen years ago to cause much discussion and divergence of opinion, yet only recently has held the centre of the advertising stage.

Education has been the bulwark of all things worth while in business and in individuals. When we drift away from it, we invite moss and rust and cobwebs. The moment the words "knowledge," "education" and "information" are cast aside from our vocabularies, we, as advertising men, will pay homage to the morgue and its keeper. Some contend that in the places of these three words, we may profitably put "bluff," "egotism" and "hot air," but these are bubbles easily bursted and hard to blow again.

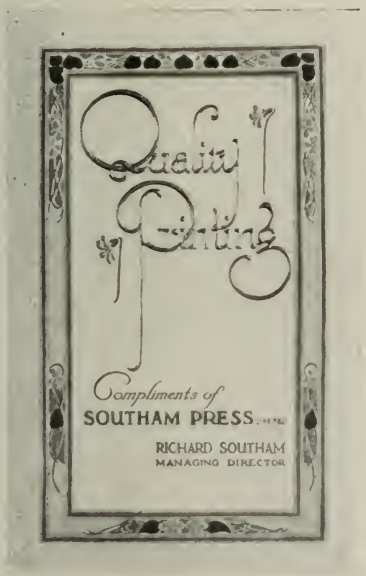
I contend that the same educative idea that makes magazine and newspaper copy pave the way for sales and reduce the time the salesman must use to close the deal belongs to the house organ. No, it is not the primary purpose of the house organ to sell your goods because in many cases your magazine goes to users of your goods. But, whether it goes to users or prospective users, its success, to my mind, will be proportionate to the educative copy it contains.

The American people have sat down hard on the house organ which cracks the same old jokes in the same old way, month in and month out. So have they refused to take due cognizance of the "house organ" that might better be called the "house catalogue"—with its illustrations of machines, cans, boxes, or whatever the goods may be, a dry synopsis of their time-worn "advantages"—and nothing else to offset such matter.

But, these same people have shown a decided disposition to digest informative house organ copy.

You may say the people read and digest Mike Kinney's "Gimlet"—and they certainly do. But you are wrong in calling Mike's clever house organ a "joke book," for Mike educates between his inimitable spasms of fun. And on every page of the "Gimlet" you will find copy which could only be written by one of much travel and business acumen. Mike is educated and Mike educates—yet he has the rare faculty of combining his teachings with some highly entertaining stories. So much for Mike.

Business is a serious thing. Your house organ is a serious thing, because it costs you money—and if it's any good, lots of it. Every publisher of a house organ knows his particular business better than anyone else—or he should. Yet how many really divulge any of this information to those readers who could best use it to further their individual interests?



Specially Artistic

Very few. Most house organ publishers are "tight wads"—they clutch their book of facts close to themselves and sit back waiting for the pages to expand.

To make a house organ effective, it is my experience that you must show the recipient that you have the goods and aren't afraid to tell about them and their uses.

To make a house organ lifeless and useless, all you have to do is to tell about how big you are, crack a few bum jokes and never put any new designs, new type or new ideas into its pages.

The worth-while house organs of this day and generation are the ones that are founded on the bed rock of sincerity of purpose and education.

When you tell a man how he can increase his business, how he can increase the utility of what you have to offer, you teach him and he is receptive. Couple these teachings with actual service and you have a combination that wins every time.

Pick out the successful house organs and you will find them educational in design, copy and purpose. The advertisers who know how to work in a touch of wit and humor, yet do not overdo it, have an ideal organ.

The trend of the next years in advertising will be toward facts, information, and knowledge. Only the fittest of house organs will survive the test of efficiency that will sooner of later be placed on them. And the fittest will be those that instruct, edify and serve.

* * *

An open ear, an open eye, and an open mind collect many valuable ideas.

TORONTO AD CLUB

A disappointment awaited the members at the weekly luncheon on October 9, when the chairman, John P. Patterson, announced that A. G. Candler, president of the Coca-Cola Company, who was to have been present, would not be able to address the club, as he had been suddenly called away, owing to an illness in the family.

However, at very short notice, W. A. Lydiatt (of the Gibbons Agency), filled the breach, and in a terse and comprehensive address described his visit to the convention in Buffalo of the affiliated Ad Clubs of Buffalo, Cleveland, Rochester, and Detroit.

Mr. Lydiatt was of the opinion that many of the speakers dwelt too much on advertising platitudes and generalities, and was most impressed by the address of Herbert N. Casson, magazine writer and advertising expert of New York.

Mr. Casson puts in four months of every year at his cottage in the heart of the woods, and this year he took with him some thousands of ads, from a thousand of which he has made an analysis of advertising. His conclusions in many respects were certainly original. He did not consider that the personality of the advertising agent was of much account. The aim of advertising is so to interest and train the mind of the public that they will automatically purchase the goods advertised. Good advertising must deal with facts; the main trouble with advertising is that it began wrong with a tendency to fool the public.

The speaker cleverly reproduced several of the headings under which Mr. Casson classified the ads he had analyzed. A few of these will bear reproduction, and are self-explanatory. The testimonial ad, the art gallery ad, the heart-throb ad, the dignity ad, the mother goose ad, the bombastic ad, the spellbinder ad, the big fact ad, the big claim ad, the college yell ad, the acreage ad, the gush ad, the dictionary ad, and the April fool ad.

Mr. Lydiatt was warmly congratulated on his entertaining address.

The weekly luncheon of the Toronto Ad Club, Oct. 16, was a purely business session. Chairman Matson, of the Members' Committee, reported an accession of 28 new members—a highly gratifying increase—bringing the total up to 97 members. A discussion took place on the proposed clubrooms, and Messrs. Ruddy, Bertram and Ashley were appointed a committee to select suitable premises and report at the monthly meeting on the following Thursday. An Educational Committee, consisting of

Messrs. Fitzpatrick, Healy and McCredie, was appointed to organize this side of the club's activities.

Upward of 150 enthusiastic ad men filled the Palm Room at McConkey's on Thursday evening, October 19th, the occasion being the monthly meeting.

The speaker of the evening was E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Co., Detroit, and those who were not able to be present missed a rare treat. Mr. Lewis' command of the English language was excellent, his peroration being a masterpiece, and his whole speech contained words of wisdom for the assembled ad men.

A full report of same appears in another column.

Perhaps the most important business of the evening was the report of the House Committee who had been instructed to secure a suitable home for the Club. They reported that their labors had been crowned with success, and they asked the meeting to endorse their action in taking most commodious premises on Yonge Street, next to the Bank of Montreal. A unanimous verdict of approval was given.

The premises are very suitable for the purpose, and, as kitchen service is to be provided, the risk of a deficit in this respect will be eliminated.

A. L. McCredie outlined the plans of the Educational Committee and pointedly remarked that the men who joined the Ad Club to get something out of it would find that they would get it easiest by giving away something themselves.

Dr. Orr, of Detroit, who was the speaker at the first meeting of the Club, told how successful the Detroit Ad Club had been since suitable quarters had been acquired.

The well-known Club songs were sung with a gusto that must have materially aided digestion, and Messrs. Rook and Kent also gave solos.

Controller Hocken, speaking for the city, hoped to retain his seat at the forthcoming elections in order to accompany the Toronto delegates to Dallas in May.

Messrs. Atkinson and Harris, Star; Scroggie, Mail; McKay, Globe, and Pearce, of the News, represented the city newspapers on this occasion and were guests of the Club. They unanimously eulogized the remarkably fine address of Mr. Lewis.

Paul Fitzpatrick was speaker at the weekly luncheon of the above club on Oct. 23rd. The subject taken was "The Substituter," and the speaker thought that wrong methods were taken to annihilate this class. All substituters were not despicable scoundrels, and the retailer had a right to run his business in his own way.

If the anti-substituter had the rights he lays claim to, no news-

paper, no street car, and no agency could accept more than one ad or one account in a line.

The anti-substitutionist appeared to the speaker to be a rabid monopolist. It was unadvertised goods that benefitted the advertised product, and brought out its inherent quality.

Most anti-substitution copy was offensive to the reader, because it was too dictatorial. The consumer had a perfect right to think and decide for himself.

W. A. Lydiatt thought that anti-substitution ads did not refer to the honest competitor, but to the sneak thief who imitated trade marks, packages, etc., and who thus derived benefit from the advertising of the originator.

L. G. Rook was in sympathy with the substituter, and pertinently pointed out that there was such a thing as justifiable substitution.

At the weekly luncheon on October 31st, there was an animated discussion on "What's the matter with advertising," in which some twenty of the members took part. C. Kennedy spoke as representing the general body of advertisers, and thought that efficient distribution was the surest way of rendering advertising more profitable. The agencies should be in the closest possible touch with the advertiser if their service was to have the maximum value.

F. A. Rowlatt, speaking for the agencies, pointed out that many advertisers were afraid of taking the agencymen into their complete confidence, and urged the fullest co-operation.

He did not think there was anything the matter with advertising, but with the advertiser.

The greatest difficulty was to convince the advertiser that advertising was an investment and not an expense.

W. G. Rook, speaking for the publishers, thought that much of present-day copy was poor and not calculated to convince the consumer. There was plenty of advertising, but not enough of the right kind. The publishers must clean house themselves, and refuse to publish any unclean or misleading copy.

Messrs. Imrie, Ashley, Kirkpatrick, McCredie, Smith and Wright were amongst those who gave some interesting personal experiences.

The first issue of the Ad Club's WEEKLY BULLETIN was favorably commented on, and duly christened "Tac-Talk."

There are lots of men that can get letters from their pastor, but could not get them from their chauffeur or the janitor.

* * *

It's a good plan to branch out and develop business along new lines, but don't spread your business out over more ground than your finances will cover.

* * *

One bankruptcy in five is credited to incompetence.

RECENT ADS

Good and otherwise—By the Captious Critic

Look, see what the Captious Critic has discovered. A full-page advertisement in a magazine of considerable repute. We will try and let the originator of this ghastly looking piece of

The Kewanee Garbage Burner beats that "swat-the-fly" thing to death. It utterly destroys all garbage and filth around your dump and gives the pesky fly *no reasonable excuse* for loitering in your immediate vicinity

Flies have it on rabbits as breeders, and one day's contents of a garbage can will create more flies than Careful Housewife can swat in *101 years*, assuming that she eschews (some word, that) all household duties and social obligations and devotes her entire time to the crunching, crushing, smashing, gory *swat*.

There isn't a housewife in the world who can kill *all the flies in our room*—much less eight or ten—and that goes, whether you use Tribune, Record-Herald, Examiner, Inter Ocean, News, Journal, American or Post. (Papers named in the order of their utility as fly killers.) The only way to kill the flies is to *burn the garbage* and the only way to burn all the garbage is to put in a *Kewanee Garbage Burner*.

The Kewanee Garbage Burner turns fresh garbage into fuel, and that heats your hot water tank. You've got to have hot water all summer long, and there's the source and best way to get it. The Garbage Burner reduces your fuel cost in summer time fully 25%, likewise in the frosty old wintertime as well. Burner reduces your fuel cost in summer time fully 25%, likewise in the frosty old wintertime as well.

No man can say that his new flat building is *complete or modern* without the Kewanee Garbage Burner in it, and owners of later, *principally newer*, flat authorities *still more* completing *all* of it in the only definite solution of *Health at Home in the Good Old Summertime*

Send for Pamphlets, Booklets and Other Information

KEWANEE BOILER COMPANY

Makers of Brick-Set Steel Firebox Boilers, Radiators, Tanks and Kewanee Water Heating Garbage Burners

Kewanee, Illinois

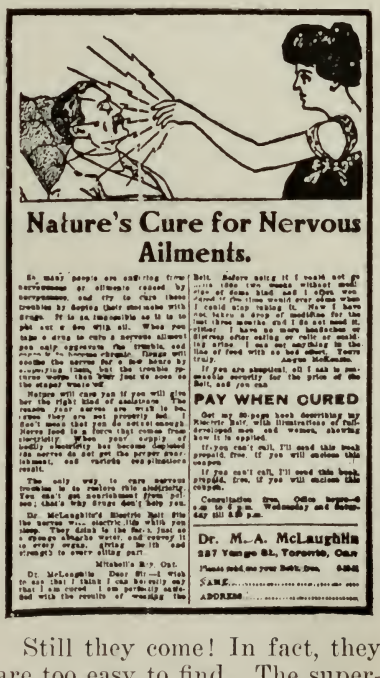
Branches: Chicago, St. Louis and Kansas City

Chicago Office: 310 North Michigan Avenue

work down easy and attribute his hallucination to a stormy evening previous to this masterpiece. Even ad writers you know must have their little joy fests, but any aspirant for advertising honors ought to spend the next day in bed rather than to garb his distortioned mind with a reproduction of this sort.

The reading matter of the ad is in harmony with the illustration, but our readers will have to take our word for that, as most of the weaknesses of the text will be lost in reproduction.

We will not waste space in our columns in criticizing in detail the follies of such advertising. But it just goes to show how you still sometimes discover relics of the old school that in bygone days, before advertising was brought to such a perfected science, might have attracted some attention.



Nature's Cure for Nervous Ailments.

So many people are suffering from nervousness or ailments caused by nervousness, and try to cure these troubles by dosing their stomachs with drugs. It is an impossible so it is to rob and cure them with all. When you have a case of such a nervous ailment you only aggravate the trouble, and expose it to serious danger. Drugs will soothe the nerves for a few hours by suspending them, but the trouble returns worse than ever just as soon as the effect wears off.

Nature will cure you if you will give her the right kind of assistance. The reason your nerves are weak is because they are not properly fed. I don't mean that you do not eat enough. Nerve food is a force that comes from electricity. When your supply of bodily electricity has become depleted the nerves do not get the proper nourishment, and restless and peevishness result.

The only way to cure nervous troubles is to restore this electricity. You can't get nourishment from pills, nor drugs, they only help you.

Dr. McLaughlin's Electric Belt fills the nerves with electricity while you sleep. They drink in the fresh, just as it comes always, night and morning, and restores it to every starving part.

Mitchell's Bay, Ont.

Dr. McLaughlin Dear Sir—I wish to say that I think I can honestly say that I am cured. I am perfectly satisfied with the results of wearing the Belt. Before using it I could not go more than two weeks without medicine of some kind and I often wondered if the time would ever come when I could stop taking it. Now I have not taken a drop of medicine for the last three months and I do not need it, either. I have no more headaches or dizziness after eating or rain or smoking either. I am not confining in the line of food with no bad effect. Yours truly, Aaron McKenzie.

If you are skeptical as I was to reasonable security for the price of the Belt, and you can

PAY WHEN CURED

Get my 80-page book describing my Electric Belt, with illustrations of well-developed men and women, showing how it is applied.

If you can't call, I'll send this book, prepaid, free, if you will enclose this coupon.

Consultation free. Office hours—9 a.m. to 6 p.m. Wednesday and Saturday till 1.0 p.m.

Dr. M. A. McLaughlin
337 Yonge St., Toronto, Can.

Please send me your Belt, free. 6-24

NAME.....

ADDRESS.....

Still they come! In fact, they are too easy to find. The superlative value of this particular belt seems to lie in the fact that it fills the nerves with electric life while you sleep. Perhaps

it does. I have never suffered enough from nerves to need to get filled in this way.

But, granted this is true, why should it be necessary for the lady with the particularly muscular arm to flay the unfortunate sleeper with an instrument that looks for all the world like a cat-o'-nine-tails.

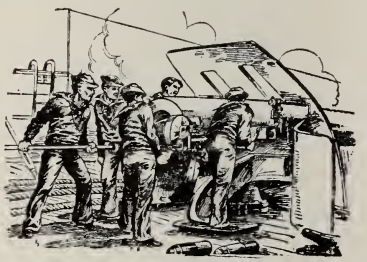
This is but another case of the use of a foolish and meaningless illustration. I take it that when you buy a belt you don't get a lady thrown in, so what in all conscience has the lady in the picture exuding electric fluid through her fingers, to do with the question?

We have all heard of the electric touch of some particularly fascinating female. Some of us have experienced it. Perhaps the solution lies here. The silly season is surely with us with a vengeance.

It is very questionable whether the sentiment conveyed in the Post Toasties ad reproduced is one which will appeal to the average Canadian. From the days of Drake and Nelson we Britishers have been led to believe that it was the splendid physique of the men behind the guns, as much as the guns themselves, that made England great. I certainly was most unfavorably impressed with the physical condition of the American sailor compared with the British Tar when I visited the American fleet in Cape waters some years ago.

The point is that we are tired of having the greatness of the States thrust in our teeth. While Post Toasties and soft boiled eggs may make a good breakfast for a dyspeptic, there are many of us who would be feeling the pangs of hunger by ten o'clock after such a meal.

Perhaps we carry our patriotism a little too far, but this kind of advertising is injudicious, and, possibly, even offensive to some.



The Food Behind the Men Behind the Gun

When the American Battleship Fleet visited the Thames last November, the London Daily Mirror sent a representative aboard the flagship with instructions to find out the cause of the splendid physical condition of the American Jack-tar

An officer of the American flagship upon being questioned regarding the food of the American Navy said: They have the best food of any navy on earth and when they ask for more—like Oliver Twist—they have it without question."

Then the chief commissariat steward handed the newspaper man a sample breakfast bill of fare: It read.

Soft boiled eggs (two)
Post Toasties and milk
Bread, butter and coffee

Post Toasties

are delicious, nourishing food made of white Indian Corn

Crisp and tempting, this food is the wholesome favorite for Canadians with hundreds of thousands at home and abroad.

"The Memory Lingers"

Canadian Postum Cereal Co., Ltd., Windsor, Ontario, Canada

We have been accustomed in the past to look for such mighty good stuff from the Sunlight Soap people, that we must candidly confess disappointment in the ad reproduced.

The short-sighted matronly dame in the rocker is doubtless

performing a very necessary household task, but the connection between her present occupation and that of washday is hard to find.

If Sunlight Soap makes clothes wear longer, is it wise to emphasize the mending side?

MAKES CLOTHES WEAR LONGER
SUNLIGHT SOAP, compounded scientifically by expert chemists, contains nothing to harm your clothes and is absolutely free from biting and bleaching chemicals.
It works equally well in hard or soft water, works into a rich, creamy lather almost at a touch, and leaves clothes soft, clean-smelling and white as snow.
5c
SUNLIGHT SOAP

We can find little fault with the caption or reading matter, except that the ordinary housewife would have difficulty in knowing what a "biting" chemical is, and we assume this ad is meant to appeal to women rather than to druggists.

This is another of those cases where the illustration is out of all keeping with the reading matter, and, to make matters worse, the "artistic" border serves neither as use nor ornament.

Perchance we have missed the point of the copywriter. If so, we stand corrected. But if this is a sample of Sunlight Soap ads in Canada, it compares very unfavorably with the distinctive ads which made a fortune for the Levers in my boyhood.

MEN AND MEDIA

Charles O. Smith has resigned his position with the McConnell and Ferguson Agency, Winnipeg, and has joined the Horn-Baker-Smith Advertising Company, Limited, of the same city. Mr. Smith, who has gained wide experience in advertising with the Farmer's Advocate and London Advertiser, will act as manager to the above concern.

E. S. Horn has also had considerable advertising experience both in Canada and the States.

This agency should find plenty of scope for activity in the rapidly increasing western field.

The Winnipeg Advertising Club is proud of its distinction of being the oldest Ad Club in Canada, and has now passed its fourth birthday. At the present time the committee are organizing the programme for this year's work on a much more elaborate scale than ever before attempted.

Permanent quarters are to be obtained for the club, and an enlarged field of usefulness is assured.

Reports of the club's activities will appear in these columns from time to time.

In our October number credit for the article "The Gamble of Space Buying" was given to the Evening Citizen of Ottawa,

from whom we received it. We have since learned that the author of this very strong article is Chas. Fee, of the Promotion Department of La Presse, and we are only too pleased to give him the credit which is his due.

Louis N. Geldart, till lately editor and manager of Footwear in Canada, has joined the staff of Advertising Designers, Limited, Toronto, as managing director. Mr. Geldart's wide advertising experience should prove a valuable asset.

He will probably spend most of his time in Montreal, and will devote his atention to developing this field.

Eugene Tarte, advertising manager of La Patrie, was in the city recently on a business trip. He reports things brisk all round.

A change in the flat rate of the Canadian Home Journal from 10 cents to 12½ cents is announced to take effect from the 1st November.

This bright home paper is enjoying a rapidly increasing circulation, and the advance is more than justified.

We note with satisfaction that no other rate is quoted. Advertisers completing contracts before the above date come in on the old rate.

The Royal Architect, a specialty journal devoted to the architectural interests of Canada, and the official organ of the Royal Architectural Institute of Canada, has come under our notice. This paper is exceptionally well printed and edited, and should prove a valuable medium to reach architects in all parts of the Dominion.

A. Chausse, Building Inspector of the City of Montreal, is editor, and C. E. A. Holmes is manager.

T. F. Holliday, Toronto, representative of the Winnipeg Commercial, called the other day, and was full of enthusiasm over the annual number due on the first of January.

This special edition promises to be the most ambitious number ever published in the West, and will be bigger, and better printed on coated stock than ever before.

The reading matter will be specially descriptive of the wonderful growth of the West, and will be profusely illustrated.

Manufacturers can profitably use space in this medium at a time when travellers are starting out with their samples of new goods.

It is a wise merchant who knows just the moment when a line of goods or an article has reached a point where it should be moved regardless of price.

Is your product worth talking about?

Every manufacturer takes a just pride in his product, but is often at a loss to know how best to get the buying public acquainted with its sterling qualities.

Has **your** advertising any **real** news value? Does it put **facts** in their most favorable light?

Is it **economically** and **judiciously** placed? Your answer in the affirmative to these questions exactly describes

WOODS-NORRIS SERVICE

But you may realize the deficiencies of your advertising! If so—you are the man we want to get in touch with.

Our service is much more than mere clerical and mechanical work. We produce advertising that is **personal** and **profitable**—that hits hard, is definite, and hammers home your best selling arguments.

Our service pays. More than a few leading national advertisers will bear out this statement.

Ask any of them what WOODS-NORRIS Service means. We will mail you their names.

Ask us to detail our proposition to you.

WOODS - NORRIS LIMITED

MAIL BUILDING, TORONTO

The Globe
TORONTO

"The Globe, Toronto, the ablest Canadian Paper."

—*New York "Outlook."*

CANADAS' NATIONAL NEWSPAPER

DECEMBER—1911

Economic Advertising

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WOODS-NORRIS LIMITED
PUBLISHERS
MAIL BUILDING - - TORONTO, CANADA

The Toronto Daily Star

Every Copy Goes Into A Buyer's Home

¶ It is THE DAILY STAR'S pages that the buyers study.

¶ The large space persistently used by the leading local and national advertisers, as well as Toronto's big stores, speak convincingly of careful perusal in these thousands of homes under the evening lamp—when there is time for consideration.

¶ These advertisers "come back" year after year—this proving that RESULTS —the only measure of advertising value— are found in THE STAR.

¶ If THE DAILY STAR pays these advertisers to their satisfaction, don't you think it would pay you?

¶ If you are coming in let THE DAILY STAR show you what this great, rich field will do for you.

Send for Sworn Detailed Circulation Statement.

THE TORONTO DAILY STAR

UNITED STATES REPRESENTATIVES

C. H. EDDY
1 Madison Ave., New York

EDDY & VIRTUE
Peoples Gas Building, Chicago

A Monthly Magazine published in the interests of Canadian Advertisers

Economic Advertising

ADVERTISING RATES.

	1 month.	6 months.	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c the copy.

Vol. 4. Toronto, December, 1911. No. 12

Straight Talks

PRINCIPLES OF ADVERTISING

IN the centre two pages of this issue we are reproducing nine of the large panels dealing with some of the principles of good advertising, which were exhibited at the Boston Convention and created so much favorable comment.

They certainly illustrate in a most striking and convincing manner a few of the rules which are well-nigh universally admitted to govern the production of good advertisements.

They deal almost exclusively with the illustrative part of the ad, and a study of them in conjunction with the very excellent series of articles on the Principles of Advertising Arrangement, by Frank Alvah Parsons, which have been running for some time in Advertising and Selling, cannot fail to be of great benefit to the advertising student.

We can do no more than briefly note some of the main features of this collection of ads.

The approximate balance of an ad is one of the greatest aids to effectiveness. The shapes not only of the illustrations, but of the type masses also, to be restful to the eye, must be nearly identical and of the same size. A well-balanced ad not only catches the eye quickly but retains the attention, whilst an unbalanced ad quickly repels any attention that has been given to it.

Moreover, well-balanced masses tend to throw into stronger prominence the display lines, and other features to be specially emphasized.

An Analysis of Canada's Census

WESTERN PROVINCES

Province	Population 1901	Population 1911	Increase	Per cent. Increase
Manitoba	255,211	454,691	199,480	78
Saskatchewan	91,279	453,508	362,229	397
Alberta	73,022	372,919	299,897	411
British Columbia	173,657	362,768	184,111	103
Total for West	598,167	1,643,886	1,045,717	175

EASTERN PROVINCES

Ontario	2,182,947	2,519,902	336,955	15.5
Quebec	1,648,898	2,000,697	351,799	21
Nova Scotia	459,574	461,847	2,273	.5
New Brunswick	331,120	351,815	20,695	6.2
Prince Edward Island	103,259	93,722 Dec.	9,537	....
Total for East	4,725,798	5,427,983	702,185	15

The Dominion increased in population in the last decade 1,800,000. Of this increase Western Canada contributed over 1,000,000. In 1901 the Maritime Provinces exceeded the Western Provinces in population by nearly 300,000. In 1911 the population of the Western Provinces surpassed the population of the Maritime Provinces by nearly 750,000. The four Western Provinces show an increase in population of 175%. The five Eastern Provinces grew in population at the rate of 15%.

Western Canada is conceded by the general advertiser to be the most profitable field in the Dominion. Considering that the Eastern Provinces exceed the Western in population by over 3,000,000, the question may very properly be asked, why is this? The explanation is simple. The inflowing multitude of new-comers to Western Canada appear to follow the practice of disposing of their household effects and their belongings before they come West. They therefore have many needs to satisfy and their buying consequently is liberal and covers a wide range.

The growth of the newspapers in Western Canada is not lagging behind the growth in population. Metropolitan newspapers are published in Regina, Saskatoon, Moose Jaw, Calgary and Edmonton and wise general advertisers are now recognizing Western Canada as a special field—a field which warrants a special appropriation being set aside and special copy prepared for it. The keystone of such a campaign is the great Western Daily —The Free Press of Winnipeg—which has increased in circulation the past ten years from 13,000 copies per day to over 56,000, an increase of 330%, a percentage of increase far outdistancing the percentage of increase in the population of the West. Any Canadian Advertising Agency will be glad to advise you on Western Canadian conditions and submit a plan of campaign.

EDGAR J. GUY, Canada Life Building, TORONTO

Eastern Representative

Emphasis is that feature which, by means of either position, shape, size, color or illustration, calls particular attention to an item or name to be specially brought out. Our illustrations lose much through the absence of the color effects, but several of the reproduced ads are very familiar, and are particularly strong by reason of the points so cleverly emphasized.

Motion or direction in an ad is of the greatest possible value if properly employed, because the eye is led unconsciously to the item to be advertised. Any tendency in the display to lead the eye of the observer away tends to weaken the ad, and often leads the attention to the adjoining advertisement.

Of relevant and irrelevant illustrations, much could be written, but we think the tendency nowadays is to employ illustrations that in some way connect up with the subject to be advertised.

A funny picture or pretty girl's face may attract a certain amount of passing attention, but to have real advertising value, they should connect up with the goods advertised or should illustrate how they are used.

Unity is a most important factor and helps to build a strong, coherent and forceful whole, and adds dignity and attractiveness to the advertisement.

A scattered, straggling ad, whose shapes and masses are unrelated, offends the eye, and can never hope to rivet the attention.

Perhaps one of the most common weaknesses in present-day ads, is the use of borders which have nothing in common with the contained reading matter. They should, if possible, suggest the thought and feeling of the subject matter, or if of conventional design they should be pleasing to the eye, and never so heavy or obtrusive as to claim undivided attention.

Unrelated shapes and sizes are very frequently met, and are used because their very oddness may catch the eye, but they are not pleasing, and do not hold the attention. There is a harmony and pleasing appearance about related shapes and sizes that make for unity, and which add to the selling value of the ad.

It is generally agreed that the optical centre of an advertisement is at a spot just a little above the centre and it is good advertising to place the most prominent reading matter, or illustration, of the article advertised in this position. Emphasis is lost when the main feature of the ad is placed in any other position.

Decoration and ornament are for the purpose of beautifying and rendering the ad more pleasing to the eye. Care should, however,

"And the devil takes the farmer in spite of the Government," says Rex Croasdell in

January Canada Monthly

It is a powerful article, important to every one interested in Western Canada. CANADA MONTHLY is the only standard magazine in the West. If you want to reach the best people of this country you cannot afford to leave Canada Monthly off your list. And be sure and catch the January issue. It is a most important number. Forms close December 18th.

VANDERHOOF-GUNN CO. LIMITED
WINNIPEG TORONTO LONDON CHICAGO NEW YORK

18,881

That was the SWORN daily average of

The Hamilton Spectator

For November

Advertisers can almost cover Hamilton at one cost through the use of the Spectator.

be exercised not to overdo the decorative effect, or it will detract instead of assisting the strength of the ad. If possible the decoration should be suggestive of the article advertised. When ornament is inserted merely for show, it has no selling value, and should be excluded.

Some of the points in the bulletins under review will necessarily be lost in the small space for reproduction at our disposal, but further study and enlargement along the lines briefly indicated above will prove both an interesting and profitable winter evening occupation.

* * *

FREE DISTRIBUTION

The Ottawa Free Press, in a recent editorial, calls attention to an expense which the public service of Canada is called upon to bear, and which seems to us to call for immediate removal. The rate which the post office department charges for carrying newspapers—second-class mail matter—is one quarter of a cent a pound, while the letter mail costs thirty-two cents a pound.

Now the regulations under which papers are carried as second-class mail are concise and of the most stringent description, and they have been framed with the purpose of doing away with "free distribution" papers.

The publication must first and last be a newspaper—a vehicle for the dissemination of news—and not simply an advertising medium, and it must be sold to its subscribers for its news value.

What has happened? In order to avail themselves of this wonderfully cheap rate, and so that larger circulation, and the consequent increase in advertising value may be obtained, a number of leading Canadian dailies in different parts of the country have reduced subscription rates to a minimum, and are receiving barely enough to pay the advertising agent's commission, the cost of mailing the paper and the postage.

It is evident on the face of it that their subscription receipts cannot possibly cover the cost of ink, printing and white paper, to say nothing of the expensive up-keep of the modern editorial department.

For all practical purposes the law is being evaded, and their papers have become "free distribution" papers.

The mail cars are filled daily with tens of thousands of papers, and an extra burden is imposed upon the postal service, which the public purse has to bear.

There are several sinners in this respect, publishers who have

The Daily and Sunday World

with a combined
circulation of

108,000

give immediate, direct results of the most convincing kind. Over 49,000 Sunday Worlds are sold and delivered in the City of Toronto alone every Saturday night. This is a larger purely Toronto circulation than that of any other Toronto paper—morning, evening or weekly.

taken subscriptions for country subscribers at a cost of one-half or one-third the price paid by the subscribers nearer home.

Here is an opportunity for the new Government to "clean house" and relieve the taxpayer of a burden he should not be called upon to bear.

Is the new Postmaster-General going to take this matter up?

* * *

BUYING PRINTING

A couple of months ago we inserted an article from the pen of Clarence Acton—a man well qualified to talk—on "Buying from the Print Shop Specialist." And we are promised a further contribution from him, going more closely into the matter of cost, in the near future.

Now, good printing is probably nearer akin to good advertising than the average buyer recognizes. We have consistently hammered home the fact that good printing is an advertising asset whose value you cannot afford to overlook.

A case in point—our own little publication—we could give you the same matter each month at one-half what it is now costing us, but that would not be good policy. Unlike some of our friends, we don't make an ugly face at the medicine that is given us for our own good—we take it with as good a grace as possible, and though it costs us more, we believe it pays us.

We strive to make Economic Advertising, from a typographical point of view, just as perfect as money and brains can supply.

This by way of introduction. And please, dear printer friends, when you read this, don't think we are kicking. We are only asking for information. The facts are these:

A good friend of ours, who probably spends as much money in printing as any man in Canada, recently had occasion to get out his annual catalogue, and as the job was running into some thousands of dollars, he naturally got estimates from several printers.

Judge of his surprise when the highest tender, and that which he accepted from an equally reputable firm, differed by nearly one thousand dollars.

And to cap it all, the principal of the firm entrusted with the work, who turned out an eminently satisfactory job, came to him, voluntarily, and said that he had been more than satisfied with the margin of profit accruing from the price quoted.

Now we are just as strong as the next man in allowing the printer

THE KINGSTON
BRITISH WHIG

has been the leading paper in Eastern Ontario for over three-quarters of a century. Its position is not only being maintained, but also advanced.

Sworn Daily Circulation, 1910 - - - 4,166
do. 9 months ending Sept. 30, 1911 4,190

A new and simplified rate card gladly sent on application. Nearly all national advertisers use the WHIG. They find it brings results.

British Whig Publishing Co., Limited
Kingston, Ontario

Advertisers using THE NEWS Year after Year

using more space, more often, should be adequate proof for doubting Thomases. Advertising in The News is not a habit. Business men don't buy white space for fun—value for money is evidenced by **continual** use by **experienced** advertisers

RATES AND INFORMATION ON REQUEST

News Publishing Company, Limited
Bay Street Toronto

a fair profit margin. We are aware that the wage scale has increased—we are cognizant that good printing is good advertising, and good advertising, when you can get it, is not dear at any price.

But—there is something wrong when there is a thousand dollars difference in the quotations of two firms of equal standing.

We understand that the identical specifications were sent out to every firm who was asked to tender, so that no loop-hole exists in this respect.

This matter of printing cost is a very vital one to the advertising fraternity, and we welcome any contributions from interested parties on the subject.

Only yesterday we were shown a little booklet quoted at two hundred and thirty-five dollars, which was printed in a perfectly satisfactory manner for ninety-one dollars. When asked for a price, we quoted somewhere in the neighborhood of one hundred and twenty dollars. Why this margin? Is it a ring—a hold-up?

We are proud of our Canadian print shops. We have half-a-dozen firms in our midst that turn out work the equal of any shop anywhere. But the buyer of printing has to be protected.

The instances quoted are not isolated. No doubt our readers can furnish others.

We welcome correspondence on this important question.

* * *

MISSIONARY WORK

Nothing could be more significant of an awakening in the business community to the need of cleaner and better advertising than the remarkable success which has attended the Ad Club movement in Toronto.

To enrol two and a half hundred advertising buyers, sellers and copy-writers in a short six months, to provide and furnish club rooms that are a real credit to the members, to import several of the leading American advertising authorities for the monthly banquet, to organize and carry out from week to week a campaign of education—these are some of the things already accomplished.

But the most hopeful sign of all, and one which will guarantee the continued success and usefulness of the movement, is that the club's officials are not content to rest on their oars—they are seeking new fields to conquer. In the province of Ontario alone there are numerous cities which are the centres of considerable manufacturing activity, and the Toronto Ad Club, in sending delegations to Peterboro, Berlin, Guelph, Galt, Brantford, London and Ham-

The Connecting Link

Canadian publishers will extend their advertising connection and increase their profit by using the columns of

Economic Advertising

This journal deals in the broadest possible manner with Canadian advertising problems, and is the only connecting link between National Advertisers and the Newspapers and Magazines.

Many leading papers stay with us the year round.

Ask our representative to call or write for rates.

Economic Advertising
Mail Building
TORONTO

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

Country trade is valuable and sticks. It is useless trying to capture it except through the Local Weekly.

The largest and most successful advertisers invariably use our list of Country Weeklies.

Sworn Circulation for 1910, 2,708,388. Weekly Average, 52,084.

Hamilton Newspaper Union
Hamilton, Canada

ilton, have the object in view of organizing a live Ad Club in each of these places.

The movement is one which should have the sympathy and support of the entire advertising fraternity, and it will do much to make advertising a power in the community, whose importance cannot be overestimated.

* * *

The spirit of Good Will is abroad—the Christmas spirit which makes you feel that this old world is not such a bad place after all.

Hackneyed though the season's greetings may be, there is nothing gives quite the same satisfaction as a hearty handshake at this time of the year with business or personal friend, accompanied by the same old wish for happiness and success.

Business worries, personal grievances and the little enmities engendered of business competition have to take a back seat at the Christmas season.

Unwittingly we may have offended some good friends during the past year—some criticism of ours, given in the kindliest possible spirit, may have given offence that was never intended. The captious critic may have been a little too captious.

If so, we stand corrected. Our magazine stands all the time for the advancement of more and better advertising, and intentional mud-slinging has no place in our policy.

We are happy to think that we start the New Year with the full support of a very large majority of Canadian Advertisers, and with the best of understanding with our good friends the Publishers.

To one and all we most heartily voice the oft-repeated wish for A Very Merry Christmas, and a bumper crop of prosperity in the coming year.

* * *

That most admirable little house organ "Tooke Talk," from which, on more than one occasion, we have stolen plums, draws a kick from the editors, A. McKim, Limited.

We were not aware that this little paper was edited by the agency above mentioned, and we are only too pleased to take this opportunity of giving credit where it is due.

We have recently given considerable space to the utility of the house organ—an advertising medium whose true worth is now becoming recognized—and there is no brighter, breezier publication which comes under our notice than the admirable little paper gotten out by the Tooke people.

KNOWLEDGE—A FOUNDATION FOR SUCCESS

By L. S. Dow, Sales Manager H. J. Heinz Co.

The demand for ability in business is great, and as the President of a great American corporation tersely puts it, this means a demand for those who think rightly, act promptly, and make the fewest mistakes.

Given a manly appearance, some native taste and shrewdness, coupled with common honesty, a due allotment of courage, enthusiasm and persistency, and with sufficient constitution to withstand the strain, a man would seem to have the natural qualifications necessary for successful road work; and then a thorough knowledge and understanding of the business in which he is engaged is the first essential.

A man should carry into his work a fullness of knowledge—not merely a sufficiency, but more than sufficiency. Aim to be fit for more than the work you are engaged in. Have a reserve in yourself; more power than you are now using. If you are not too large for the place you now occupy, you are too small for it.

Study your business as you would a profession; that your energies may so be directed along lines that will tax them least and yet accomplish the best results. Learn to work intelligently. Keep posted on the many things that will benefit you. Study your goods. The more a man can know about a line of goods the better he can sell it. He should therefore school himself until he can answer any pertinent question, and answer it promptly and intelligently without reference. Be as familiar with your catalogue

Excellent use of an illustration.

and price list as you are with your own private affairs. Keep your stock of selling points replenished by having your eyes always open for new ones. Absorb all the information that is placed within your reach, tabulate it in your mind and learn to apply it. With untiring perseverance in this direction will come aptitude.

If you aspire to advance in commercial life, are honest and clean, and can acquire proficiency, most of the normal objects of your ambition should eventually be within your grasp.—*Agricultural Advertising*

SCIENTIFIC MANAGEMENT IN THE SALES DEPARTMENT

Herbert N. Casson, of New York, talks to the Toronto Ad Club.

McConkey's Ball Room had a capacity attendance on November 16th, the occasion being the monthly banquet of the Toronto Ad Club. A number of leading manufacturers were present, and Mr. Casson's address on what can be accomplished with scientific management in the Sales Department was very well received.

The President, C. W. McDiarmid, announced an accession of 126 members to the Toronto Ad Club as a result of the recent whirlwind campaign, bringing the total up to 240 members. This membership is the fourth largest of any Ad Club on the continent, and in view of the fact that the club has only been organized seven months, shows that a remarkable interest is being taken in this movement for better advertising.

Mr. Casson, who is a Canadian by birth, and the leading authority on Scientific Management to increase the efficiency of the selling end of a business, is a born orator, and held the attention of his audience for nearly two hours.

Ad Clubs, he asserted, were fast becoming the nerve centre of the nation, and they acted as a nerve tonic to business in general. He laid down an imaginary ten-plank platform to be followed by advertising men, which was couched in humorous vein and elicited much laughter.

Advertisements were of two classes. They either dealt with pills or elephants. He compared advertising to electricity—a force whose power was only just beginning to be realized, but which had always been with us. He referred to Sir Walter Scott and William Tell as powerful advertisers of their respective countries, and pointed out how advertising was becoming changed from an unknown to a definite, specific force.

By means of a scientific division of labor, cost of production has been reduced, so that the highest grade of goods can now be purchased at the price of shoddy in the reign of Edward the First.

The home-made ad was generally useless. Although it still existed in nearly every publication it has got to go and give place to the professional ad. People have no idea of values. A man who stood at the street corner selling dollar bills for fifty cents would find few buyers. The art of showing people what they wanted was every whit as much an art as the art of inventing.

First of all the manufacturer must make good goods—he must put value into his product, and then it is up to the ad man to get the value out.

A good ad man is like David Belasco—he knows how to stage things properly—how to present them in their most attractive light. The backbone of every ad should be

RESULTS COUNT

Mail order advertising is the definite test of results from any medium.

We have convincing evidence of profitable returns from mail order advertising in both the Canadian Courier and Canadian Farm.

The opportunity to present it to you would be welcomed.

The Canadian Courier
THE NATIONAL WEEKLY
Circulation 27,295

Canadian Farm
THE NATIONAL FARM JOURNAL
Circulation 22,709

A Combined Circulation of **50,000** None of which overlaps

Phone or write the Advertising Departments **12 Wellington St. East, Toronto**

THE HERALD

HAMILTON, CAN.

The Herald is the acknowledged city newspaper of Hamilton. The Herald has a city circulation that equals the city circulation of all other city publications combined

A NEWSPAPER: NOT AN ORGAN

a story—the attention must first be attracted before it can be held.

Few manufacturers ever see the talking points of their goods—they are too busy and prone to deal in technical phrases and to look at their proposition through their own spectacles and not through the eyes of the public.

The theory of evolution has revolutionized the whole world of thought, but theories by themselves were of little value—there must be a digging deep and getting at basic facts. Scientific management, which is working such marvels in modern commercial enterprise, is no new thing. Moltke applied the principles of scientific management to the Franco-Prussian war and defeated France in seven weeks. The public mind can be measured with practical certainty. The principles now being applied to advertising and selling goods are no new departure. They are only modifications of those enunciated by Bacon, Locke, Aristotle and Darwin.

At the present time the much-spoken of science of salesmanship did not exist, but we were slowly working towards it. The essence of such a science was to predict the scientific basis of advertising, and automatically, by habit, to make the public buy the goods advertised.

Advertising to be successful, must introduce goods vividly, recently and often. There were three classes to reach by advertising, the possibles, the impossibles and the dead sures, and the only class worth bothering about was the first named. But as the possibles were gradually pulled in, the impossibles became possibles. It was the ad man's want of knowledge of the possibles and often, too, his want of knowledge of the goods themselves, that resulted in failure.

There were just two kinds of ads, those written for pride and those penned for profit, and a profitable ad might be determined on if it answered four crucial tests—does it make the reader look, like, learn and buy? Ads must not only please, but attract, and after they have attracted they must hold the attention up to the purchasing point.

Advertisers were seldom willing to have their ads made as good as they might be. An ad is always written from one of three standpoints, that of the advertiser—the most ineffective kind; that of the goods—a little better, but not as good as possible, and that of the public—the only kind that will pay dividends in actual cash. There were four periods in every business, the inventive, the development, the organization, and the efficiency. System may be synonymous with red tape; efficiency must supplement system.

Mr. Casson very cleverly divided ads up into 25 classes, and illustrated his analysis with examples. He also criticized a number of recent local ads and pointed out many weaknesses and points of strength.

A hearty vote of thanks was proposed by J. F. MacKay, and seconded by Colonel J. B. MacLean.

The joys of meeting pay the pangs of absence.

* * *

To set the mind above the appetites is the groundwork of virtue.

PRESS OF THE HUNTER-ROSE COMPANY LIMITED
H R
TORONTO

Printing that is different

You cannot overestimate the importance of your Catalogues—Booklets—Circulars—Mailing Cards and Office Stationery, etc.

We have the ability, experience and an up-to-date plant to give you the very best value in printed matter.

Why not make your message a forceful and distinctive one?

Hunter-Rose Service is the most profitable advertising medium in which you can invest.

Our big Modern Printing Plant is always ready to do your bidding.

The Hunter-Rose Co. Ltd.

12-14 Sheppard Street Toronto, Canada

HOW ADVERTISING CAN BE MADE A SCIENCE

By Wm. H. Ingersoll

We see a public interest in such things as conservation. We see the great practical men of this country, the men of the Rockefeller, the Carnegie stamp, endowing science, devoting their money to the acquirement of knowledge. We see science in farming. We know of many instances where the farmer is producing not only two blades where he produced one before, but sometimes tenfold. We see it in manufacturing.

ARE WE KEEPING STEP?

This great interest in what is called scientific management is a thing that in the last few months has been blazoned out prominently before the people in all the public magazines, and in every walk of life there seems to be something stirring, a germ at work along the new thought line.

And as advertising men it is proper to ask ourselves, are we keeping step? What is being done in the advertising line to keep time with the movement of the day, the things that are being accomplished in all the other walks of life?

One of the leading advertising men of this country made an address at the university at Ann Arbor, Michigan, in which he said that 50 per cent. of the money that was spent for advertising is wasted; and I have no doubt that you will agree that that is a conservative estimate, and it is not likely that there is any advertising agency man who would not concede that that is a very conservative estimate.

Now, why is it that this waste is going on? There is but one answer to that question. It is because of a lack of knowledge, is it not? We need to know more?

A Treat! So Sweet!
Add Cream—then Eat
Post Toasties
A delicious, ready-to-serve food made of white Indian corn, cooked and flavoured, then toasted to a crisp tempting brown
"The Memory Lingers"

What sort of face may we expect after the meal?

If we knew the things that we learn after our money is spent, many times we would avoid the loss which we suffer through lack of knowledge. And the information that we need is not in the possession of any one man, or in the possession of any set of men. In fact, the need of it has been scarcely recognized. It is only a thing

1857 1911

The Wisdom of the Ages

The attainment of success in business, *simmered down, is one word, "ADVERTISE!"* In choosing a medium, **result giving** should be the first consideration.

The Hamilton "Times"

is the proven value-giver. You cannot cover Hamilton and district without the "*Times*." Thousands of exclusive readers.

Printing of all kinds a specialty. **Communicate for rates.**

"TIMES" PRINTING CO., LIMITED
HAMILTON, CANADA

POSTERS such as the one illustrated are business producers of the best kind. They are adopted by the most progressive advertisers. We will be pleased to submit sketch suggestions upon request.

The Hough Lithographing Co.
LIMITED
96-104 Spadina Avenue
TORONTO, - CANADA
Alexander Macpherson, President

MAKERS OF HIGH-CLASS COLOR LITHOGRAPHY

of the last two or three or four or five years, but we have begun to realize that there was something lacking that could possibly be supplied.

EVERY NEW THING SCORNED

And, of course, like every new thing, it goes through first a period of doubt. Every break with tradition is first scorned. There is not a thing in the progressive history of this country, or in the history of the world, that was not first scoffed at if it broke with the traditions of the past. Our fathers would certainly have laughed us to scorn if we had told them that a man could go from Chicago to New York in eighteen hours.

If he could have been told that a man could sit in New York and talk with you in Chicago over the telephone, he certainly would not have believed it.

So, it is not surprising that we advertising men question a great deal as to whether or not any organized, systematized knowledge can be brought to the aid of the advertising business.

HUMAN NATURE "UNGRABABLE"

Perhaps the most persistent argument against such a theory is the one that reads something like this: That advertising is an appeal to human nature, and human nature is a thing that is too elusive and uncertain, ungrabable, if I may use the word, a quantity to be reduced to definite terms.

They say that human nature varies, that every man is different, conditions are different; that advertising is an art. How can such a thing be made into a science?

I won't attempt to give the answer in a few words. It will have to be a gradual development. But advertising, we should remember, is a very recent development of business.

Of course, advertising has gone on from time immemorial, but in the sense that we now speak of advertising, in its present proportions, it is a thing of the last ten

At the Theatre
at Concerts or other places with impure and overheated atmosphere the invigorating and refreshing qualities of the "4711" Eau de Cologne will never fail to be appreciated.
The perfume produced from a few drops of the "4711" on a gentle fanning with same will always revive the nerves and your entire system — Sold everywhere.
4711. Eau de Cologne

Try the 16 box of "4711" Eau de Cologne Soap.

Thoroughly artistic and suggestive of "class."

or twenty years. Before that it was an entirely insignificant and different thing.

And when we look at advertising in its disorganized state of today, there is nothing to be ashamed of unless we allow it to continue so. Because business itself, which is as old as civilization, and is the thing that has supported life from the time that we began to be civilized, because production and dis-

QUALITY CIRCULATION

Being the only English Morning Daily in the Metropolis of Canada, The Gazette has distinctively a quality circulation.

The fact that it obtains the highest subscription rate of any Montreal newspaper enhances The Gazette's value as an advertising medium.

The Gazette = Montreal

THE HERALD

Evening CALGARY, CANADA Weekly

A city circulation equal to the city circulation of all other Calgary papers combined. The most popular paper in all Alberta. Covers the most rapidly growing country in the world. The best market for well-advertised goods in Canada.

Sworn Daily Circulation, 15,271

The Herald Publishing Co., Ltd.

CALGARY, CANADA

Edgar J. Guy, Eastern Representative, 61 Canada Life Bldg., King St. W., Toronto

tribution are the only things that do support life—and that is nothing but what business is, production and distribution—all of the time that business has gone on, it has never been organized. It has only begun to be organized.

It is only within four or five years that Harvard University, Michigan University, Pennsylvania, Wisconsin, Missouri, California, and the different universities have offered to save the man who would enter business part of the time that he would otherwise waste in acquiring an imperfect knowledge of business, by giving him the benefit of the experience of men who had gone before him.

PRACTICAL VS. THEORETICAL

And it is not strange, either, that the business men who have made practical successes looked with suspicion upon such a course as is offered by these universities, because you know that it is eternally true that if we are not up on a thing, we are down on it.

Business men who have made these practical successes have not looked into the question of a business training along scientific lines.

But, it seems to me, that we are somewhat arguing a question that has been already settled certainly by the parallel course of other lines, from other vocations.

Take, if I may, the location of the electrical engineer. What would we think of a man who aspired to become an electrical engineer today, and who threw aside all that has been discovered and done and preserved and formulated into the science of electrical engineering, and who said, "I don't care about any of that stuff; I am going to find out for myself," and he threw away the accumulated knowledge of thousands of men who had devoted their whole lives to acquiring information, both in the laboratory and in their practical everyday work, he discards all of them and starts for himself?

Now, how about the young man who would learn advertising? Can he get the benefit of the experience of you and me? Can he save his time, and get in the course of two or three or four or five years the substance of what I have learned in my mistakes, what the other gentlemen here have learned?

We could find out the comparative value of preferred positions if we could get the results of those who have used preferred positions. And when I say results, we don't necessarily need, although it would be better if we could get them, but we don't necessarily need the whole results of each individual advertisement. But, if we can get at the main facts we can arrive at conclusions which will be based upon broad and safe grounds.—From an Address.—*Agricultural Advertising.*

Advertising is cumulative in value. The last insertion of a series is therefore worth more to an advertiser than the first one.

* * *

There are lots of men that can get letters from their pastor, but could not get them from their chauffeur or the janitor.

The
Daily Tribune
For the City

The
Farmer's Tribune
For the Country

If the business you want comes from the homes of the clear-headed, clean-cut folks who have ginger enough to ask for advertised goods because they know that advertising is a waste of money unless the goods back it up, then advertise in

The Winnipeg Tribune

because it is the paper which these clear-headed, clean-cut folks read in their home.

RATES AND OTHER ADVANTAGEOUS INFORMATION ON APPLICATION

THE TRIBUNE PUBLISHING CO.
Winnipeg, Manitoba

Southern British Columbia

Last year produced over **twenty-five million dollars** in minerals, lumber and fruit. In producing this amount thousands upon thousands of men were employed and all at high wages.
Among these men, as well as among the business and professional men of the district, the Nelson Daily News holds first place. It is the home paper of the district.
Advertising rates and all other information furnished on application.

THE DAILY NEWS
NELSON, B.C.

Established 37 Years

THE SENTINEL
TORONTO, ONTARIO

The average circulation for the month of October, 1911, was

Over 27,500

The "SENTINEL" circulates among the best buyers in the Dominion of Canada, and gives better value to the advertiser, for mail order or general advertising, than any other Canadian publication. ¶Our circulation books and records are open for inspection to all advertisers. Advertising rates on application.

The Sentinel Publishing Co., Limited
59 John Street, Toronto, Ontario

ADVERTISING—AN INVESTMENT OR AN EXPENSE?

Extracts from Address by Elijah W. Sells, New York City, at the Boston Convention.

It is not for a Public Accountant, or indeed anyone, to make the broad assertion that Advertising is always an asset to be carried in the balance sheet of a business concern as an investment. Nor could one say arbitrarily that it is always an expense to be taken care of through current operations. It is necessary to know the facts and conditions under which the advertising was done, and the relation which those facts and conditions bear to the capital employed or to be employed.

Advertising has many of the characteristics of ordinary commodities of trade. It may be bought and sold. It has a certain definite value aside from that of the material and physical labor of which it is composed. According to its application, as is the case with any other commodity, it may, with propriety, be carried as an investment in the balance sheet of a going concern.

It differs, however, from other commodities in that the benefits to be derived are limited to the advertiser. It cannot be dissociated from the particular thing or business advertised and as such disposed of to another, in which respect it is identical with good-will.

Just as opinions and policies differ as to the extent to which good-will, patents and kindred things should be regarded as an investment, they differ as to advertising. If it can be shown that a going concern has something of real value in its good name and good-will, something that could be realized upon in any disposition of its business,

Uninformative yet striking.

and upon which as an investment it is receiving satisfactory returns, there should be no objection to treating it as an investment. The same argument holds true of advertising, which for the purpose of this illustration is a component of good-will.

A person, firm, or company, at the outset of an undertaking should provide sufficient capital not only for plant and working materials, but for advertising. It is of supreme importance that the merits of that which is to be disposed of should be adequately brought to

SOME PRINCIPLES of
BALANCE
Except for special features to be intelligently emphasized, all advertisements to be simple, dignified, interesting, attractive and comfortable to read, should be approximately balanced.
Balanced advertisements are easily and quickly comprehended and cause the eye to rest upon them. Unbalanced ones catch but quickly repel attention.
Graduation Gifts
Ingersoll-Trenton
$5 to $15
Example of Balance.
Uneeda Biscuit
Example of Balance
Violation of Balance
Chiclets
Example of Balance
Violation of Balance
Example of Balance.
Violation of Balance
Even the worst headache will go away and stay away after you take a SHAC tablet. Try it—
SHAC CURES HEADACHE
Violation of Balance
Example of Balance
EMPHASIS
Emphasis is that principle of arrangement by which the eye is called to specific features of advertisements for the purpose of giving them intensified notice. There are 5 methods of emphasis, viz: Position, Shape, Size, Color and Illustration.
The tendency in present advertising practise is to so over-emphasize certain features as to deaden the balance of the advertisement.
Emphasis by Illustration and Position.
Emphasis by Position, Shape, Size, Color and Illustration
Emphasis by Illustration and Size.
Emphasis by Shape.
Emphasis by Illustration
Emphasis by Shape and Illustration
Emphasis by Shape
Emphasis by Illustration
POSTUM
Emphasis by Position and Illustration
UNITY
Unity demands that through intelligent application of the principles of balance, related shapes and sizes and consistent structure an orderly arrangement be secured which will make each advertisement one complete and single whole which will be instantly comprehended and recognized as one thing expressing a definite message. Violation means weak, struggling, incoherent or confusing advertisements.
Example of Principle.
Example of Principle
Example of Principle
Ingersoll
Violation of Principle.
Example of Principle
Violation of Principle.
Violation of Principle
Example of Principle.
BORDERS
Borders should be in harmony with the structure of the enclosing form. They should be abstract or conventionalized compositions or if designs should suggest the thought or feeling of the subject advertised.
Violation.
Suggestive of Subject
Violation-Suggesting Ideas Foreign to Subject
Unsuccessful Attempt at Suggestion
Good Structure in Abstract Example
SHAPES
Related shapes and sizes
shapes and sizes are employed
Such attention however is purely
interest and is not held, because
ing and confusing so the eye
GLASTENBURY
PREVENTS GRIPPE
Violation
Violation of Principle
Example of Principle.

OD ADVERTISING
MOTION or DIRECTION
Motion or direction should lead the eye to the article advertised or to the wording displayed. Any arrangement that leads the eye out of or away from the advertisement should be avoided.
Concord
The New ARROW COLLAR
Saves all buttoning bothers
Example of Principle.
Violation of Principle.
Bon Ami
RELEVANT and IRRELEVANT ILLUSTRATIONS
Extensive experiment and observation has demonstrated that illustrations should illustrate the goods or their use. The theory of using entirely foreign illustrations to attract attention has proven fallacious from the stand-point of results.
Electric Signs attract attention
Example of Principle
GOLD MEDAL FLOUR
OPTICAL CENTER
Extensive observation has shown that the eye in viewing any area centers instinctively upon a point slightly above the center. Therefore the feature most to be emphasized should be placed in this optical center.
Lambs Club
ARROW COLLAR
Example of Principle.
IMPORTED, transports him who tries it
Wakes appetite — then satisfies it
Worcestershire
Holbrook's Sauce
Made and bottled in England
Violation of Principle.
DECORATION and ORNAMENT
True decoration is the application of ornament where need requires for the purposes of use and beauty. Decoration should be suggestive of the subject advertised and repeat the thought of the advertisement. Ornament exists for show alone and usually distracts. It has no place in advertising.
Ornament
Pictorial Decoration
ROYAL
Illustrative Decoration.
Suggestive Decoration.

EDMONTON JOURNAL

DAILY AND WEEKLY

Central Alberta—The Journal's Field—has had a record season in products and trade. ¶The Journal gives the most complete news; hence, the best medium. ¶The Journal carries more foreign, local and classified advertising than any other paper in the field, and at a higher rate. ¶The Journal's circulation covers completely Edmonton and Strathcona, which cities will amalgamate as Greater Edmonton on January 1st. ¶The Journal is equipped with a modern Hoe press, and can use mats. ¶Detailed sworn statement of circulation showing distribution furnished on application, examined by Association of American Advertisers.

M. R. JENNINGS, Editor and Managing Director
JOHN MacLAREN, Business Manager

Toronto Office: Canada Life Building, Edgar J. Guy, Representative

Economy in Advertising

Certainly it is poor economy to advertise in any publication because it merely has a low rate.

It is not even prudent to use only that medium which brings to its advertisers the largest number of replies.

The publication that renders the best service is the one through which the advertiser secures the highest percentage of buyers for the amount spent in advertising, and this test means **quality** of circulation as well as quantity.

The Farmer's Advocate and Home Magazine

will stand this test and gladly welcomes it. It stands for **Service** to its Advertisers as well as for **Confidence** on the part of its readers in the advertisements it carries. Because of this policy, the amount of advertising in *The Farmer's Advocate* is increasing rapidly from year to year.

For sample copy and rate card, address:

THE WILLIAM WELD CO., Limited
LONDON, CANADA

the attention of the public. In such a case, the amount so provided and spent might with all propriety be considered as an investment, and carried as such in the balance sheet. In any disposition of the business it would have a good-will value depending upon the returns of the business.

On the other hand, an old and established business, such, for in-

An appeal to the home-lover that should prove profitable.

stance, as a mutual assurance association, would not be justified in, or have any reason for, carrying as an investment the expenditures which it might make for advertising. As such, it is not an asset which could be realized and distributed. It has no place as good-will value to the association whose business could not be sold. It is not a thing for which new capital could be raised. So it would not be practical to consider it as an investment.

Generally speaking, such advertising as may be done for the purposes of bringing some new business or branch of business, some new or improved article or articles to the attention of the public, which has a direct effect in creating or measurably increasing the good-will of a business undertaking, may be considered as an investment in that there has been an appreciable increase in the amount of capital employed.

Such advertising as may be done to maintain a normal distribution or to keep the name and nature of a business before the public or for the purpose of calling attention to special temporary prices of articles, while having some effect upon the good-will of the business, should not require further capital and should be provided for out of its current operations; in other words, should in nearly every case be considered as an expense.

Between the extremes, say of a newly started proprietary medicine business, the principal asset of which might be its advertising, and an old-established mutual assurance association with no asset of that nature, would fall all the other undertakings which advertise.

Given the purposes and conditions of the advertising and the general policy of the management of an undertaking in regard to such expenditures, its correct classification as an investment or an expense is not difficult to determine. Frequently it is difficult to ascertain the purpose, the conditions, and the policy upon which to determine the application, as between investment and expense, of the cost of advertising.

THREE YEARS AGO

THE

Kingston Daily Standard

Had 825 Daily Circulation
and No Semi-Weekly

TO-DAY

It has **3,752** Sworn Daily Circulation,
2,110 Sworn Semi-Weekly Circulation,

Is the leading Conservative newspaper between Toronto and Montreal, and is still growing.

TO SEE THE STANDARD IS TO BELIEVE IN IT

PERCENTAGE GAINS ARE GOOD EVIDENCE

The recent Dominion census gave the following population figures:

	1901	1911	% gain
Province of Saskatchewan.	91,279	453,508	490
City of Regina.	2,249	30,210	1400

These figures spell progress and tremendous development. It means an immensely increased purchasing community.

The best way to reach this big increase is through

The Regina Leader

Morning ——— Evening ——— Weekly

Largest circulation of any newspaper published in Saskatchewan.
Rates and sworn statements on application.

Leader Publishing Company, Limited

REGINA, SASK.

Special Representative, Edgar J. Guy, Canada Life Building, Toronto

REAL ESTATE ADVERTISING IN OTTAWA

A Review and Some Criticisms, by D. MacDonald

Some of the brightest and most convincing advertising which has come under my notice is that which has been appearing recently in the Ottawa Daily Press, which has very master-hand in the planning of their campaigns.

Realty advertising in Ottawa for the past few years has been fairly active, and has run more largely to

What do You do With That "Little-Bit-Over" in Your Weekly Pay-Envelope?
EVERY man has a few spare dollars out of his earnings that could be made the foundation for his own Ladder of Life.
SOME, it is true, put them away in a Savings Bank. Some use them to better their personal appearance. Many find various other calls for them, of more or less benefit. But
The Great Majority never know they've had them till they're gone!
IT takes money to make money, but a small amount judiciously invested at the right moment will bring big returns to back you up later on.
There isn't a better investment anywhere than good real estate. And there isn't a real estate proposition offering a greater chance of making money for a small outlay then
Eastview Heights
"WHERE PROFITS ARE CERTAIN AS SUNRISE"
Where It Is
How It Is
Why It Is
FREE
$25 is all you need to secure your choice. Pay the balance $5 monthly, without interest or taxes the first year
Childerhose & Pratt
Corner Bank and Wellington Sts. Phone 5693.
Prompt action is the key-note of success. Decide now — tomorrow may be too late. Lots 40 x 92 feet, $250. And if you have the ready money we allow a discount of 10 P.C.
EASTVIEW HEIGHTS

successfully disposed of a large parcel of real estate.

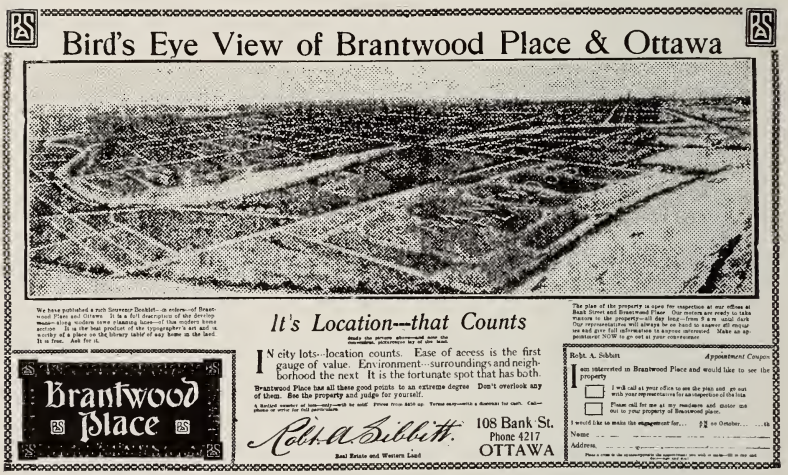
Real Estate advertising in Ottawa has certainly undergone an evolution during recent months—it might almost be described as a revolution.

A large part of the credit for this may be given to the young and ambitious real estate firm of Daniel J. McA'Nulty & Company, but there have been sub-divisions by other firms which bear the stamp of a display than in other cities, but with one exception, it has been largely a hit or miss problem, without proper sequence, well-considered copy, logical selling plan, or balanced and striking display.

The Manor Park Campaign, written for McA'Nulty by C. E. Peabody, inaugurated the change. The plan of action was well laid out and delivered with precision. Shot number one was a simple announcement of something good to come.

Shots numbers two, three and four were three full pages in quick succession before the opening day, telling a new phase every day, and giving in the whole as complete a picture of the property as was possible in print, and a complete resumé of the reasons why the public should want it.

On the opening day there was a


Bird's Eye View of Brantwood Place & Ottawa
It's Location---that Counts
IN city lots--location counts. Ease of access is the first gauge of value. Environment--surroundings and neighborhood the next. It is the fortunate spot that has both.
Brantwood Place has all these good points to an extreme degree. Don't overlook any of them. See the property and judge for yourself.
Brantwood Place
Robt. A. Sibbitt
Real Estate and Western Land
108 Bank St.
Phone 4217
OTTAWA

strong invitation to visit the property, and with two or three ads of varying sizes per week during the balance of the campaign, the entire sub-division was sold in six weeks from the opening.

The face value of the sales amounted to about $115,000, at a cost for newspaper publicity of less than $2,500. The Manor Park Campaign introduced some new ideas in ad typography.

All the ads under review were set by the Ottawa Free Press, a special monotype border being cast for some of the ads, and no more than three fonts of type were used.

The compositor's efforts were certainly crowned with success, and served to stimulate the efforts of other men in the same line with happiest results.

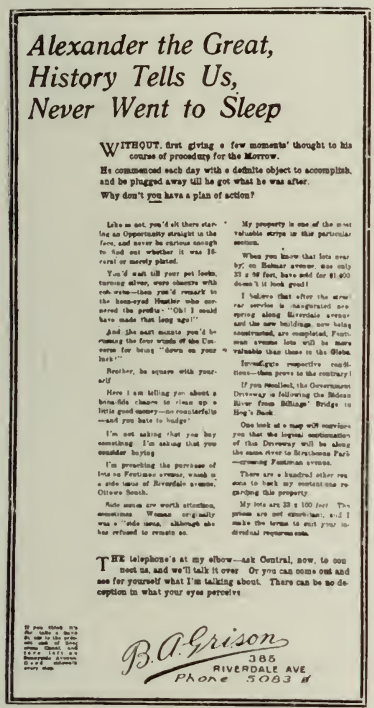
McA'Nulty's Maplewood exploitations followed and succeeded in closing out another sub-division of some 170 lots in four weeks.

Bannermount by the Bannerman Realty Company, and Eastview Heights by Childerhouse and Pratt, were the next campaigns, and were engineered by E. B. Eddy Bessey. Big space, strong arguments and bold display were the chief characteristics of these two "quick sale" propositions.

The Fentiman Avenue lot sale by Grison was of another character, being a sale of high-priced lots within the city limits. The space used was 180 lines by 3 columns,

without display other than a 24 point Cheltenham heading followed by personal and argumentative copy set solid, without illustration or ornament.

But I must give the palm to the Brantwood Place Advertisements, also written by C. E. Peabody. It strikes me as being one of the most evenly balanced and forceful real



Alexander the Great, History Tells Us, Never Went to Sleep

WITHOUT, first giving a few moments' thought to his course of procedure for the MORROW.

He commenced each day with a definite object to accomplish, and he plugged away till he got what he was after.

Why don't you have a plan of action?

Like as not, you'd sit there staring an Opportunity straight in the face, and never be curious enough to find out whether it was Internet or merely plated.

You'd wait till your pet locks turned silver, your cheeks with rich rose—then you'd remark to the bean-eyed Heather who crowned the profile: "Oh! I could have made that long ago!"

And she can't console you'd be running the four winds of the Universe for being "down on your luck!"

Brother, be square with yourself!

Here I am telling you about a bona-fide chance to clean up a little good money—no counterfeit—and you hate to budge!

I'm not asking that you buy something. I'm asking that you consider buying.

I'm presenting the purchase of lots on Ferndale avenue, south of Brantwood Park, Ottawa South.

Side streets are worth attention, sometimes. Woman originally was a "side issue," although she has refused to remain so.

My property is one of the most valuable strips in this particular section.

When you know that lots over by, on Belmar avenue, size only 25 x 50 feet, have sold for $1,400 doesn't it look good?

I believe that after the street car service is inaugurated next spring along Riverdale avenue and the new buildings now being constructed, are completed, Fourteenth avenue lots will be more valuable than those in the Globe.

Investigate—prove to the contrary!

If you recollect, the Government Driveway is following the Rideau River from Billings' Bridge to King's Road.

One look at a map will convince you that the logical continuation of this Driveway will be along the same river to Strathcona Park—crossing Fourteenth avenue.

There are a hundred other reasons to back my contention regarding this property.

My lots are 25 x 100 feet. The prices are not exorbitant, and I make the terms to suit your individual requirements.

THE telephone's at my elbow—ask Central, now, to connect us, and we'll talk it over. Or you can come out and see for yourself what I'm talking about. There can be no deception in what your eyes perceive.

B. A. Grison
385 RIVERDALE AVE
Phone 5083 W

estate campaigns ever put out in Canada.

The property was in the city limits, laid out with winding roadways, with a park reserve water front, entrance gate and high building restrictions.

The newspaper ads are notable for their refined display, attractiveness, character and force, and were backed up by a forty-page illustrated souvenir booklet artistically gotten up and printed. This also

Manor Park — Rockcliffe

Rockliffe — The Pride of Ottawa

A Real Opportunity

Manor Park

Opening Day, Saturday, May 20th

Prices and Terms

The Daniel J. McAnulty Realty Co. Ltd

was from the press of the Ottawa Free Press.

Matrices of each ad were furnished by the Free Press to the other local papers, thus insuring a uniformity of display.

These campaigns afford the best possible proof of the advantages of well-directed and concentrated advertising and must have proved very profitable to their promoters.

It is harder to fool a man to-day than it was yesterday.

* * *

Judge a man's strength by his weakness.

* * *

Original and fearlessly-minded men have no need of dignity and ceremonies.

ADVERTISING RELIGION

By O. C. Pease, Advertising Manager, The Canadian Century, Toronto.

Some Philadelphia business men, members of the United Presbyterian Church in that city, are using advertising to raise funds for missionary work. They are using it with success, and that a convict in an Ohio jail, a judge in Illinois, a cowboy in Colorado and an Alaskan miner, are among the contributors.

Mr. H. G. Wells, the English novelist, wrote a book some time ago under the name of "When the Sleeper Wakes." The hero of the story, a veritable Rip Van Winkle, slept for a period of two hundred and three years, and awakened finally to find himself the ruler of the world. Mr. Wells then proceeds to describe how people will live at that time, and gives free rein to his powers of imagination to depict the progress that had been made in the different sciences.

And now comes the advertising of religion, which was also foreseen by Mr. Wells. And why not?

Many churches to-day are run in the most unbusinesslike manner, and yet the boards of trustees are composed of men who in the carrying on of their own businesses, make use of the most up-to-date methods known to commercialism. Extensive filing systems and adding machines are in their down-town offices, —and addressographs, and the latest models of typewriters, but the executive offices of many churches remain as a hundred years ago.

Now this little group of wide-awake Philadelphians has evidently found nothing wanting in business advertising. Therefore, they reasoned, why not use advertising for church purposes? They planned, they prepared and they executed, and after a period of breathless waiting found that they had attained a marked success. And the only mediums they used were religious publications.

Many business concerns have found church magazines of inestimable value in advertising,—the Shredded Wheat Company, for instance,—but the Shredded Wheat Company also carries extensive copy in publications of general character. It is entirely reasonable to suppose that the success attained by church advertising in religious papers would be duplicated in the other mediums.

To what length the advertising of religion may be carried in the future it is, of course, impossible to estimate. Mr. Wells, in the book above mentioned, goes far afield. Before very long we may see raised against the black sky of night great electric church signs, flashing, changing and many-colored invitations to attend a coming service or a Young Men's Bible Class in the pastor's study. Perhaps some people will be shocked by such a suggestion, but a mind cast back over the past, and considering carefully the evolutions that have taken place in every branch of living within the last ten or fifteen years, will be able to at least admit the possibility of such a suggestion coming true.

ADVERTISING FROM THE DEALER'S STANDPOINT

A "Plain English" statement of the relations between manufacturer and retailer, showing how their interests are identical and why some manufacturers fail to realize full benefit from their advertising expenditure. By G. B. Sharpe, Publicity Manager, The De Laval Separator Company.

Not so long ago the average manufacturer's idea of distribution was to load up the retailer and then let him unload the best way he could. The moment the manufacturer got his goods on the dealer's floor his interest in them ceased. The next time he sent his representative to that town, if the dealer had not unloaded, the traveller was instructed to try to land someone else. The fundamental scheme of manufacturer and jobber distribution was to get the dealer to buy a stock and pay for it, the assumption being that once the dealer's money was tied up in the manufacturer's goods he either *had* to get rid of them in some way or go out of business.

Perhaps I am in error in assuming that this method of merchandising is altogether a thing of the past, since there are *still* some manufacturers following this old, moss-covered trail.

To-day the up-to-date manufacturer realizes that his goods are never actually sold until they finally reach the hands of the ultimate consumer or user; and in just such proportion as the manufacturer recognizes the truth of this principle of merchandising, does he formulate and perfect plans for creating a consumers' demand for his goods, and educating and assisting the dealer in every possible way to promote the sale of his goods.

WASTE COMES IN DISTRIBUTION

We hear a great deal to-day about money that is wasted in national advertising, but I believe that in ninety-nine cases out of a hundred when such waste is traced back to its original source it will be found that the manufacturer has not made proper provision for the most vital link in his chain of *distribution*, namely, securing the dealer's co-operation.

Time and again we have seen a manufacturer start an advertising campaign without making proper arrangement, in some cases no provision at all, for retail distribution, under the mistaken impression that such a demand can be created by the consumer through the retailer, and that the retailer will therefore be *forced* to stock the manufacturer's goods. *There may be isolated cases where such procedure was successful, but the odds are a thousand to one against such a plan.*

It is only within the last three or four years that retailers throughout the country, especially in the small towns, have generally come to appreciate the advantage of handling advertised goods; and the salesman

Not Before January 1st A.D. 3,000

Was our answer to an advertiser on his THIRD attempt to buy space in our papers this year. The business was considered undesirable—hence the message.

Will you let us demonstrate to you that a larger percentage of high-class advertising appears in our papers than in any other newspaper combination — a fact worth your serious consideration?

If you market a high-class product for general consumption we will be pleased to sell you advertising space in these papers—papers in which you will be protected from undesirable advertising neighbors.

200 Ontario Weeklies
1,000,000 Readers Every Week

⊡

Rates and other information on request

⊡

The Wilson Publishing Company of Toronto
Limited

The Homestead

ESTABLISHED JANUARY, 1908
Published in Edmonton, Alberta

THE only agricultural weekly in Canada published west of Winnipeg. Twenty-four pages of live matter every week.

THE HOMESTEAD has a paid in advance circulation in excess of 8,000 among the farmers in northern Alberta and northern Saskatchewan. It carries no delinquents.

The greatest agricultural development in Canada is now in progress in those sections where THE HOMESTEAD has the largest circulation. THE HOMESTEAD is following the wave of humanity now rolling west and north. It reaches those farmers who are outfitting and home-making.

Advertising rates on application

SUBSCRIPTION
$1.00 PER YEAR IN ADVANCE

Address all inquiries to

THE HOMESTEAD
Suite 7, Merchants Bank Chambers
Edmonton - Alberta

to-day who is able to approach a live dealer and prove to him that his employer is consistently and persistently endeavoring to create through advertising a popular demand for the line he handles, will find it much easier to get a hearing and will come away with a good deal larger order than if he be unable to assure the dealer that the manufacturer will cooperate with him to move the goods out of his store.

Dealers are learning to appreciate that there is a growing tendency on the part of the consumer to ask for quality goods, goods of known worth and reputation.

ADVERTISED GOODS ARE QUALITY GOODS

Such goods are usually designated by a "brand" or "trade mark," because concerns that make quality goods as a rule appreciate the advantage of placing some distinguishing mark upon their product and of familiarizing the public, through advertising, with the merits of their merchandise; and where eight or ten years ago a customer would go into a store and ask for a saw, a chisel, or for soda biscuits, to-day the chances are that he will ask for a Simonds saw, a Keen Kutter chisel or a package of Uneeda biscuits.

It is true that advertised goods are usually more meritorious than non-advertised goods, and the public are fast finding it out. The man who makes a good, reliable article and who is proud of it, and is willing to stand back of it, wants everybody to know how good it is and he advertises it. He puts himself on record. He virtually makes a promise to the public, and if he doesn't live up to his promises they will break him sooner or later.

While the consumer does not stop to analyze his attitude toward advertised goods, he nevertheless accepts such advertising as an assurance of merit.

The
WALKER
HOUSE
TORONTO CANADA
"THE HOUSE OF PLENTY"
Toronto's Famous Hotel
SITUATED in close proximity to the leading theatres, and churches, and within easy reach of the Union Station. It is one of the very best equipped Hotels in Canada, and is the great central meeting place for everyone from the Western Provinces.
AMERICAN AND EUROPEAN PLANS
American Plan $2.50 per day and upwards.
Geo. Wright and Mack Carroll, Proprietors.
"Everybody likes the Walker House"
A CORNER OF THE MAIN LOBBY

Excellent hotel advertising.

Conversely, I believe the time will

come when the public will look upon the non-branded, non-advertised article with more or less suspicion. In fact, I am not sure but that I am mistaken in representing this as a condition of the future. I am inclined to think it one which *even now prevails.*

DEALERS DEMAND A FAIR PROFIT

The dealer is disposed to give his customers what they want, provided he can make a fair profit on the article in question. And right here I want to leave a word of caution with the national advertiser distributing goods through the dealer.

Don't let anyone try to tell you that because you are creating a consumer demand through advertising, you can afford to raise your prices to the dealer to such an extent as to reduce his margin of profit below a reasonable figure.

It won't work.

If you want the dealer's co-operation you've got to make it to his interest to handle your goods, and no matter what the consumer demands, you will find it to your advantage to allow him a fair and reasonable margin of profit.

IT'S FOLLY TO "BUNK" THE DEALER

It is sometimes the case that the manufacturer tries to "put one over" on the dealer by running a series of big copy in a few unimportant mediums, and then making a grand-stand play to the dealer in an effort to impress him with what he is doing to create a retail demand. As the dealer comes more and more to appreciate the advantage of handling properly advertised goods, he is at the same time more closely analyzing the means taken by the manufacturer to create such a demand.

The salesman who to-day goes to a dealer in a country town who depends for a large part of his trade on the farming community around him, and tries to impress the dealer with the campaign his employer has arranged in the magazines and metropolitan dailies to help the dealer to dispose of his goods, will get the "horse laugh."

It is not only necessary for the manufacturer to show the dealer he is making a consistent effort to create a demand for his goods. *It is necessary for the manufacturer to demonstrate to the dealer's entire satisfaction that he is doing missionary work with the class of people upon whom he depends for most of his trade.*

FARM PAPERS POSSESS GREAT VALUE

In this connection, I want to say that I have been surprised that so many manufacturers with a national distribution seem to have neglected the farm paper field.

That the farmer has more surplus money than the average city clerk and mechanic, we must all admit. That he can be interested through advertising more easily than the city dweller those of us who try to reach both classes know to be an assured fact. That he represents nearly one-half of the population of the United States, a brief glance at the recent census report will show.

That he can best be reached through the farm papers, in fact, *cannot successfully be reached in any other way*, and that he is worth interesting, is also a fact that so far

seems not to have percolated to the inner consciousness of many of our national advertisers.

I just want to leave this thought with you. More than half the dealer trade in the small towns is farmer trade, and if you want to convince the small town dealer that you are trying to create a demand for your goods through advertising, you'll have to use the farm papers.

MANUFACTURERS MUST STUDY CONDITIONS

In order that the manufacturer may secure advertising co-operation from the dealer, it is absolutely necessary for him to fully appreciate the conditions under which the average dealer in a small town operates.

In the first place, as a rule the only man in the town who knows *anything* about advertising is the local newspaper publisher; and what the local newspaper publisher does *not* know about advertising will in most cases fill a large-sized volume.

In other words, a dealer's knowledge of advertising and its benefits *is almost altogether derived from the educational work done by the manufacturer*, with perhaps some few pointers gleaned from such trade papers as he may subscribe to.

From my own experience I have found a very large proportion of our dealers willing to co-operate with us in local advertising and sales promotion.

In securing such co-operation, I do not know of anything that is more beneficial than a good, live house organ. Through a house organ properly conducted the manufacturer can furnish the dealer with suggestions and hints in such form that they may be utilized in his local advertising.

TURNING INQUIRIES OVER TO DEALERS

If the manufacturer is conducting a national advertising campaign, he will receive many inquiries in response to such advertising, and when these are promptly turned over to the dealer they always encourage him and impress upon him the fact that the manufacturer is really trying to help him.

Once the manufacturer can convince the dealer he is *playing fair* with him, that he is really making an honest effort to improve the dealer's local sales condition, he will find that a long step toward securing a whole-hearted co-operation from the dealer has been taken.

The manufacturer must realize that the dealer has many interests outside the manufacturer's own particular line, and he must not expect too much from the dealer.

The dealer should be supplied with considerable advertising and descriptive matter for his own distribution, and it is up to the selling representatives in the field to see that the *value of proper distribution* is strongly impressed upon the dealer.

Many manufacturers find it very profitable to have the dealer furnish lists of prospective customers for their particular line of goods, and to follow up such prospects direct from the home office.

When this is done the dealer should be kept advised of just what the manufacturer is doing, and should be urged to co-operate in the benefits derived from such circularizing.

WHERE MANUFACTURERS DESERVE TO FAIL

I know quite a number of manufacturers whose attitude seems to be that advertising is a good thing, provided they can get the dealer to hold the bag. But I do not think that any manufacturer will ever proceed very far or accomplish very much on *that* basis.

Co-operation is the slogan of the age. The manufacturer must be willing to do his part, because *the dealer is quick to see a one-sided proposition*, but if he can be shown beyond peradventure that the manufacturer is spending his own good money in publications which reach his customers, the manufacturer will find that the dealer will readily co-operate with him, provided the matter is placed before him in the proper light.

It is impossible to lay down any method of procedure for all alike. Every proposition presents different angles and must be worked out along different lines. I have worked out in the last few years several co-operative plans in dealer advertising, and have yet to find a case where the line of procedure suitable for one business could be adapted to another without considerable change.

TAKE TIME FOR A PERFECT ANALYSIS

To the manufacturer who is starting out to secure greater co-operation from the dealer, I advise a very careful analysis of this whole selling proposition.

The advertising or sales manager who is endeavoring to inaugurate a dealer's co-operative advertising campaign, should not depend upon second-hand information. He should spend considerable time in the field and satisfy *himself* regarding actual dealer conditions, and be guided largely by the information received from the dealers themselves.

I believe that if more of our national advertisers would make it their business to get in closer touch with their dealers and *familiarize themselves* with *local selling conditions*, furnishing the dealer with the means and methods of forming the point of contact between the manufacturer's national advertising and the dealer's own customers, that in almost every case they could multiply the power of their national advertising many fold.

In conclusion, I want to sum up in just five words what I believe is the policy necessary to secure the maximum results for the manufacturer marketing his product through the retailer: "*Make the dealer your partner*"; and in just such measure as the manufacturer is able and willing to live up to that policy will his success be assured.—*Judicious Advertising.*

Self-sufficiency is soldered down by useful knowledge, and men's minds become less arrogant in proportion as they become better informed.—*Bishop of Litchfield.*

TORONTO AD CLUB

The Month's Doings.

The weekly luncheon of the Toronto Ad Club, on November 13th, was productive of one of the most interesting sessions yet held.

J. C. Kirkwood, of the J. Walter Thompson Agency, was the speaker, and in dealing with the changes in advertising theory and practice he spoke of the many alterations which have taken place in the last ten years in media, agencies, and policies of advertising.

Advertising media has not only increased marvellously in number, but in quality also, and there had been a remarkable change in the editorial attitude towards advertising.

An atmosphere of candour was evident to-day which did not exist a dozen years ago—the newspapers found it paid them to take the public into their confidence, and the publication of sworn circulation statements was a most significant movement in the right direction.

The advertising of corporate and civic bodies was only of recent growth, and now included Political, Chamber of Commerce, and Municipal and Government advertising.

The latter form of publicity, as exemplified by the Dominion Government advertising, was the most successful of its kind that had ever been placed.

Mr. Kirkwood also referred to the new meaning of the words "Agency Service"—something far removed from mere space buying—and he claimed that the modern agency was getting closer and closer to the advertiser, and was proving a powerful factor in perfecting a firm's selling organization.

The advance made in illustration, poster display and typography, was also favorably commented on.

A record turn-out greeted this interesting address in the most cordial manner.

The weekly luncheon on November 20th was given up to a review of current advertising, W. G. Colgate speaking on newspaper ads and E. S. Dean reviewing recent magazine publicity.

Mr. Colgate was somewhat severe on the majority of newspaper ads, and pointed out that exaggeration was very prevalent. This was especially the case with piano advertising. In addition many captions were weak, there was lack of news interest, and the typography was often poor.

General publicity was too slow in the bringing of results—the successful ad had real news value.

The public confidence was the advertiser's greatest asset, and frankness, sincerity and square-dealing were qualities that the dealer could cultivate with advantage.

Successful ads should have individuality, originality, simplicity and honesty, and nice, clean-looking ads frequently get choice of position in a paper.

He emphasized the fact that window displays and advertising should correspond. The talk was concluded

with a review of a number of ads of recent date.

Mr. Dean's comparison between Canadian and American magazine advertising was not favorable to the former, and he pointed out that it was the enormous revenue that American publishers could command that enabled them to perfect every department. The editorial work of Canadian magazines was poor in comparison—there was not sufficient money in them to pay the best writers—and there was something lacking in the commercial art work of the ads.

In composition and lay-out, too, there was room for improvement, and art work was often sloppy, but the past ten years showed a wonderful advance.

Mr. Dean's comment on a number of selected ads evoked much laughter and applause.

Upwards of eighty were present.

Mr. Allward, Sales Manager of the H. O. Company ("Force"), Buffalo, was the guest of the club at the weekly luncheon on Nov. 27th. Mr. Allward extended the hospitality of the Buffalo Club and gave an interesting talk on the methods which had proved so successful with his firm.

The most important factor in any campaign, he asserted, was playing square with the dealer. It was not sufficient for a salesman to go to a retailer with a big talk about the amount of advertising that his firm was doing to popularize the goods. The dealer had been stung once too often and now required proof positive of what was being done to push his sales.

There was no greater selling help for the salesman than a well-gotten-up sales folder showing at a glance evidences of the sampling campaign, reproduction of the carton, pictures of the sampling crews, and reproduction of the newspaper advertising series, the store hangers and bill boards.

The ad man must avoid exaggeration; he must be honest at all hazards.

Ads nowadays were distinguished by the high quality talk which they contained, and Mr. Allward thought that this kind of ad had the effect of stimulating the manufacturer and inducing him to bring his product up to the high standard claimed in the ad.

Messrs. Imrie, Dean, Kent, Allan, Tedman, Clarence Acton, Solomon and Fisher related some of their advertising experiences and Mr. Lydiatt, on behalf of the Dallas Committee, explained the steps which were being taken to further the Ad Club movement in Hamilton, London and other Ontario cities.

Deliberate with caution but act with decision; and yield with graciousness or oppose with firmness.

* * *

The sound of your hammer at five o'clock in the morning or at nine at night gives your creditor confidence; but if he sees you at a billiard table or hears your voice in a tavern when you should be at work, he sends for his money the next day.

* * *

Selfishness is the door by which iniquity entereth into the soul.

CASHING-IN ON NEWSPAPER COMICS

By George Matthew Adams

Too much time is used in building serious, sour-faced newspapers.

People get awfully tired polishing their noses on grindstones and against concrete walls.

Everybody wants to laugh. But everybody doesn't.

When rightly pictured, daily comics salt whole cities and spice entire continents.

To solely interest a human being is not to convince that human being that you have anything he wants or that he would like to hear about. The most ordinary individual might stand before the most stupendous intellectual figure in the world and interest him. For, after all, it's the big man who listens best. But it takes a man with "the punch"—with real creative ideas in his brain boiler—to get a real response. And right here is where the one big element of value comes in when applied to the successful newspaper feature. It must arouse a desire on the part of that reader to apply its teachings in some sort of action—maybe a smile merely, or a smile passed on to somebody else, or an idea of conduct applied at once by the reader and in turn given over to that reader's associates or family. Such a sort of feature is the one that multiplies itself—makes up—builds worth-while circulation—adds to the glory of the world—constructs. Let us apply this suggestion to daily newspaper comic pictures.

William Shakespeare, of Stratford-on-Avon, or, rather, of the world, was the man who started the comic germ. He it was who produced the world's greatest clowns. And not very many people will acknowledge that Shakespeare is losing much in popularity as the years leap along.

The daily newspaper comic picture is just a bunch of pencilled clowns, wedged into the serious news of the day. Shakespeare knew people. If editors would spend one night a week thinking seriously about people, and embody the results of their thinking in their newspapers, their newsboys would make more money, for they would sell more papers. More people would want to buy papers and more advertisers would want to advertise in the papers. Too much time is used in building serious, sour-faced newspapers. Half the health of the world is due to what that Avon bard did in vitalizing the "fool acts" that crop out of human beings. Shakespeare, without his clowns, amounts to as serious a loss as his "Hamlet" without *Hamlet*. It's the simplest thing in the world, that daily "funny pictures" in the press of the country are great successes in getting readers. There is nothing mysterious about it. Primarily, folks rather smile than frown, and the wise man in the whole business is the publisher who acts on this

plain fact. I have heard so many newspaper makers say that they couldn't understand why people demanded these "things." I'll tell such publishers why. Because people get awfully tired polishing their noses on grindstones and against concrete walls and being compelled to eat their meals out of deep churns because their faces are so long.

The best thing ever said about W. Jennings Bryan is that when he smiles his mouth reaches from ear to ear. It's a good thing to be remembered by. It's a great thing to foster—this smile business—and if editors would appropriate two additional pages each day for the cultivation of mouth stretching they would get bigger profits, twice the number of readers, and live three times as long. Everybody wants to laugh. But everybody doesn't.

I would almost hand over, as a gift, one of my red-blooded twin boys to the tender care of the publisher who could convince me of but one reason that could stand without stilts or props, why any paper, no matter how "conservative," should not give its readers daily pictures that would start smiles across their faces.

The daily comic get readers because it gets smiles started, arouses good nature, stimulates the blood valves—and happy, smiling people rule the world. Why, if publishers could but analyze it, they could easily realize that it's the cheerful, good-natured readers that not only read newspapers and pay their subscriptions promptest, but also earn the most money and spend the most by acting the most intelligently about the advertising suggestions in their newspaper columns.

But about the comic picture itself. There are many important elements of strength necessary to the successful comic. First, it must be clean. There must be no evil suggestions. For may it most strenuously be borne in mind that it is the younger population that is seeking these pictures most. And it's the serial form, the connected-story comic, that wins widest and longest. The single illustrated jokes hold little circulation value. Few people like much serious reading in their paper. They get that in their magazines and encyclopædias. But they will spend half-hours studying and enjoying clean humor and pictures. And then there must be an element to attract readers from day to day, and this element in the comic is the continuous-story idea, well pictured, with plenty of snap and action. Another strength of the comic lies in its power to get a smile quickly, spontaneously. Good drawing is necessary, though not entirely essential, and the most successful humorous picture is the one that takes the actual and possible daily happenings of everyday life and puts enough exaggeration to them to start smiles to sizzling.

The foibles and frivolities of mankind are what keep its sides from bulging out of plumb. When rightly pictured they salt whole cities and spice entire continents.

The greatest hits in the newspaper comic serials have always

been the simplest conceived—the "Brownies," "Buster Brown," "Little Nemo," "The Hall-Room Boys," "Mutt and Jeff." The reason why there are not more successes is because of the fact that many artists try so hard to get a "hit" that they fail to hit at all, like the fellow who starves in his own backyard with "acres of diamonds" under his very feet.

The publisher who cheers up his readers with clean, humorous pictures is wise. He's smart. He'll keep his old readers and add new ones. But if he neglects so great a circulation salvation, some day his awakening is sure to be replete with stinging surprises. The early bird not only gets the worm—but he eats it as well. And some day, across the States, the new circulation-getting awakening is going to sweep everything before it. The thinking newspaper maker will have builded his storm cellar and have planted plenty of seed for a saving harvest. The I-don't-believe-in-these-things publisher is going to feel the destruction of that day and he it may be who will "ask a handout at your door"—you who stem the tide of things now.

If you want to get the kind of circulation that the "great" are cashing-in on to-day, use clean daily comics and entertaining, helpful feature material in liberal doses. Get smiles and good nature stamped indelibly across the front of your readers' heads.

Do this and your newspaper will never need a burial stone in the "town square"—but a monument! —*Newspaperdom.*

RECENT ADS—GOOD AND OTHERWISE

By the Captious Critic

Here's a Schlitz ad reproduced. The Schlitz people know how to advertise, and certainly turn out some wonderful publicity. The man at the head of the works, who approved of this particular advertisement, no doubt has a much broader conception of good and bad advertising than the captious critic who essays to criticize his handiwork. The illustration used is good, and idea contained is also a strong argument, but couldn't the writer garb his ideas with tastier language than an application to that repulsive animal the "Skunk"? The caption at once is revolting, and rather turns a man sick to think of it. If that is the introduction the reader has to the advertisement, the chances are he won't read the ad just in order to restore his upset conception of good or bad beer. Just imagine yourself trying some favorite beer that didn't happen to be Schlitz and thinking of a "skunk" taste, either in its application to other brands or, for that matter, to the Schlitz Product.

The reading matter of the ad is convincing, and no doubt deals with an important point in the marketing

of a perfect beer, but the critic maintains that the ad would be much more digestible if the allusion to the

Schlitz in Brown Bottles
No "Skunk" Taste
That "Skunk" taste sometimes detected in pure beer, is the result of exposing it to the light.
Light starts decay even in pure beer. Dark glass gives protection against light.
Schlitz is brewed in absolute cleanliness—cooled in filtered air—then it is aged for months, to prevent biliousness, then filtered through white wood pulp—then every bottle is sterilized, and delivered to you in brown bottles, thus protecting Schlitz purity from the brewery to your glass.
If you knew what we know about beer you would say "Schlitz—Schlitz in brown bottles."
Schlitz
The Beer
That Made Milwaukee Famous

"Skunk" were eliminated and words portraying the same ideas substituted.

Transport yourselves, gentle readers, to this flowery silent salesman of the Heintzman Company—makers of one of Canada's leading pianos. The ad, no doubt, is wandering in quest of sympathizers, but its in the wrong pew when it lands in the daily papers,—mediums, which ought to contain real, sound, reason-why copy.

Possibly this form of publicity might be appreciated if it appeared in the annual prospectus of the Conservatory of Music or the Vox Collegii of some Ladies' College, but the chances are it won't sell pianos to the average newspaper reader, who at some time or another might be a possible prospect. That caption, "An Open Sesame to Music's Fairyland," certainly harmonizes with the over-artistic border, but the idea is not to transport the reader into a mythical fairyland of music and the border is not enclosing a masterpiece of some poetic soul.

The whole ad is weak and does not possess a dignified appearance or a convincing argument. If the

Ye Olde Firm
HEINTZMAN & CO.
An Open Sesame to Music's Fairyland.
The exquisite joy of music-making can be easily yours if you own a
HEINTZMAN & CO. PLAYER-PIANO
This instrument can give you the immediate power of playing the masterpieces of Chopin, Wagner, Liszt, and other composers. You do not need to know a note of music.
This wonderful instrument—different to other player-pianos—opens to you the whole world of music and gives you the powers of an artist to produce the music yourself.
An Ideal Xmas Gift—Think About it.
PIANO SALON:
193-195-197 YONGE STREET, TORONTO, CANADA

Heintzman Company endeavor to sell their pianos by a stronger use of their white space, giving sound reasons for the superiority of their

product and establishing a desire to possess a perfect piano, no doubt their advertising would bring better results.

Seldom have I come across an ad which for charm and forceful

THE hostess who appreciates the niceties of snowy linen, rare china and glistening silver, also knows the appropriateness of
NABISCO
Sugar Wafers
as the perfect auxiliary to any dessert. With ices or frozen puddings, with fruits or beverages, these fairy-like sweets are equally delightful.
In ten cent tins
Also in twenty-five cent tins.
CHOCOLATE TOKENS—Delightful confections of unusual goodness — chocolate covered
NATIONAL BISCUIT COMPANY
NABISCO

description of the article advertised, is as good as the Nabisco ad reproduced. There is the high-class interior, the rare china and shining silver—and the wafers prominently displayed on the table. Could any method of advertising a dainty confection—of associating it with people of particular tastes—compare with this? Then, too, the reading matter is well chosen, a few of the uses of the wafer are described, and the moderate price given due prominence. And at the foot the picture of the box just serves to fix the name of the wafer and the appearance of the package in the reader's mind. For general publicity this ad is indeed hard to beat.

There has been a large amount of very commendable railroad advertising of late and here reproduced is a very good sample of strong arguments that will make scores of people travel over the lines of the Union Southern Pacific. "Five hours cut off a Continent" means a lot to busy people, and as a consequence it makes a particularly convincing caption. The illustration of the ad is simple and strong, and as far as the meaning

Five hours cut off a Continent XII
Only 68 Hours from Chicago to San Francisco
VIA
San Francisco Overland Limited
Union-Southern Pacific
STANDARD ROUTE OF THE WEST
The great national highway over which, for two generations, the East has gone West and the West has gone East.
Every inch to California is protected by electric block signals. One-third of all the electric block signals in the United States are used on the lines of this system. The road is ballasted with dustless Sherman gravel. Excellent dining cars on all trains.
GEO. W. VAUX, Canadian Passenger Agent
Union Pacific R. R. Co.
Toronto, Canada

that it portrays it could not be improved upon.

Railroad advertising ought to almost set a standard for strong reason-why copy. It's a class of publicity that lends itself favorably to strong treatment because of its direct appeal to people of all classes.

This particular ad is one that for this very reason is strong. Not many people who travel either for business or for pleasure enjoy it for the number of hours spent on the train, and five hours cut off a continent makes it so much pleasanter to those who don't enjoy train riding, but who would sooner travel by boat, and dollars in the pocket for the man whose time is worth money.

MEN AND MEDIA

More and more the Canadian Press is paying attention to advertising advertising, and is trying to educate the public to purchase high-class advertised goods.

To this end the "Quebec Chronicle" recently printed a striking full-page ad, dealing with the why and wherefore of advertising, which should have served its purpose admirably.

* * *

"A historical sketch of a great newspaper," is the title of a very interesting booklet forwarded us by the Montreal "Star." It is written by Castell Hopkins, the Canadian historian, and traces in a very readable manner the paper's rapid growth and extended usefulness since its inception in 1869 to its present daily circulation of 80,000.

* * *

Thompson's Limited is the name of the company which takes the place of the Thompson Engraving Co., 216 Adelaide St., Toronto, the officers of the new concern being W. J. Thompson, J. S. Thompson and James McHardy. Modern machinery and appliances have been installed, and the company are in a position to turn out the highest grade of engraving and commercial art work.

John McConnell (Saturday Sunset, Vancouver), E. S. Secord (Cobalt Nugget), and G. Fraser (The Homestead, Calgary), have been in town recently, and report business brisk all round.

* * *

K. S. Fenwick, President of the Quebec Ad Club, has been appointed Official Publicity Commissioner for the City of Quebec, and his labors should do much to boost the facilities and charms of the Citadel City.

He has plenty of experience to fill the post successfully, and is undoubtedly the right man for the place.

* * *

The monthly gathering on November 27th of the Montreal Publicity Association was well attended, and an interesting address was delivered by Mayor Guerin on "Undesirable Advertising." The speaker denounced in unmistakable terms the hypocrisy of some papers who were too moral to publish theatre and restaurant ads, but whose columns were filled with the advertisements of soothing syrups, and other quack nostrums. These ads, he asserted, promoted the sales of goods that were far more noxious than alcohol, and he

made a strong plea for their removal from the columns of every decent publication.

Wilfrid M. Barnes was closely followed in his address on "Art in Advertising." He laid special emphasis on tone, measure and shape in ads, and enunciated the three principles of rhythym, balance and

Herbert N. Casson, Speaker at the Toronto Ad. Club's Third Monthly Banquet.

harmony. He also dwelt at some length on the appropriateness of colors in advertising.

The Club has settled down to its winter activities, and some of the addresses by prominent men during the season will be on Copy Writing, Real Estate Advertising, Municipal Advertising, Manufacturers' Advertising and Retail Advertising.

Everything points to successful meetings, and an enlarged sphere of usefulness for the Association.

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A remarkable instance of the widespread popularity of leading Trade-Marked articles is to hand in a cartoon which appeared on the front page of the Philadelphia North American.

Herbert Johnson, one of the cleverest of living cartoonists, has depicted the recently-elected Mayor as the Old Dutch Cleanser girl chasing with his stick the imps of wickedness, corruption and graft, in the shape of the Gold Dust Twins.

Surely this is a wonderful tribute to the power of advertising to familiarize the public with trade-marked advertised goods.

* * *

Modern advertising is incomplete without the publicity afforded by the Bill Boards, and it is gratifying to note that Canadian Lithographers are holding their own in the reproduction of artistic posters.

There has recently come under our notice a two-page ad of the Hough Litho Co. in "Industrial Canada," and judging by the quality of the work, any firm can feel confident of getting a job that will prove a business-bringer.

* * *

Directors of the Associated Billposters of the United States and Canada, who have been in session at French Lick, Ind., for several days, have adopted a resolution changing the name of the organization, which will in future be known as POSTER ADVERTISING ASSOCIATION. The next annual meeting of the organization will be held in Minneapolis, Minn., in July, 1912, and the next semi-annual meeting of the Board of Directors will be held in Portland, Ore., in March.

The current number of the Board of Trade News, just to hand, contains an interesting account of the proposed viaduct along the water front, with plans for the new railway station.

The Railway Commission has ordered the acceptance of these plans—a successful issue which has been largely brought about by the persistent efforts of the Toronto Board of Trade.

It is difficult to realize that the seven-year-old eyesore on Front Street is to be removed at last.

* * *

At the annual meeting of the Canadian Press, Limited, which closed Nov. 15, the following officers were elected: J. F. MacKay, The Globe, Toronto, President; M. E. Nicholls, The Telegram, Winnipeg, First Vice-President; J. S. Brierley, The Herald, Montreal, Second Vice-President; J. E. Atkinson, The Daily Star, Toronto, Secretary-Treasurer. Directors: J. H. Woods, The Herald, Calgary; John Nelson, The News-Advertiser, Vancouver; E. H. Macklin, The Free Press, Winnipeg; E. W. McCready, The Telegraph, St. John; W. Dennis, The Herald, Halifax; J. Ross Robertson, The Evening Telegram, Toronto; Wilson Southam, The Citizen, Ottawa; W. J. Blackburn, The Free Press, London; E. F. Slack, The Gazette, Montreal; Gordon-smith, The Witness, Montreal, and W. F. Kerr, The Leader, Regina.

* * *

In the absence of Mr. McClelland of the Gagnier Advertising Agency, who was to have addressed the Weekly Luncheon of the above club on the 4th Nov., Mr. John M. Imrie, Secretary of the Canadian Press Association, spoke on the campaign which is to start in the daily press of Canada on January 1st, to advertise Advertising.

Over sixty daily papers have already signified their willingness to give the 20,000 lines of free space asked for by the Association, and it is expected that at least 100 publishers will fall into line. This represents a 2,000,000 line campaign and is twice the size of any campaign hitherto launched in Canada.

Mr. Ruddy, Chairman of the House Committee, reported that the new club rooms at 179 Yonge Street were now ready for occupation, and a House-Warming will be held on Saturday, the 9th instant.

A Christmas Tree and entertainment are also projected for the evening of December 21st.

* * *

We have received from the Commercial Bureau of the Brandon Times, Brandon, Man., a large colored map showing the advantages Brandon enjoys over other Western cities as a shipping centre. A noteworthy fact is that the elevator capacity for the Brandon District is 19,324,000 bushels as against a total of 54,282,900 bushels for the three Western Provinces combined.

The enterprise of this bright Western paper is to be highly commended.

A copy of the map will be sent, and any enquiries answered, on request.

DO IT BETTER!

We would like the opportunity of demonstrating that

Woods-Norris Service

will prove a real live factor in the success of your advertising.

We don't pride ourselves so much on the number of accounts we handle—but we are justifiably proud of the way in which our clients stay with us year after year.

Woods-Norris Service is personal and thorough. Many leading National Advertisers bear witness to its efficiency.

Will you let us show you how we can help you? Drop us a line asking our representative to call. It will in no way obligate you.

WOODS-NORRIS LIMITED
Mail Building - - - Toronto

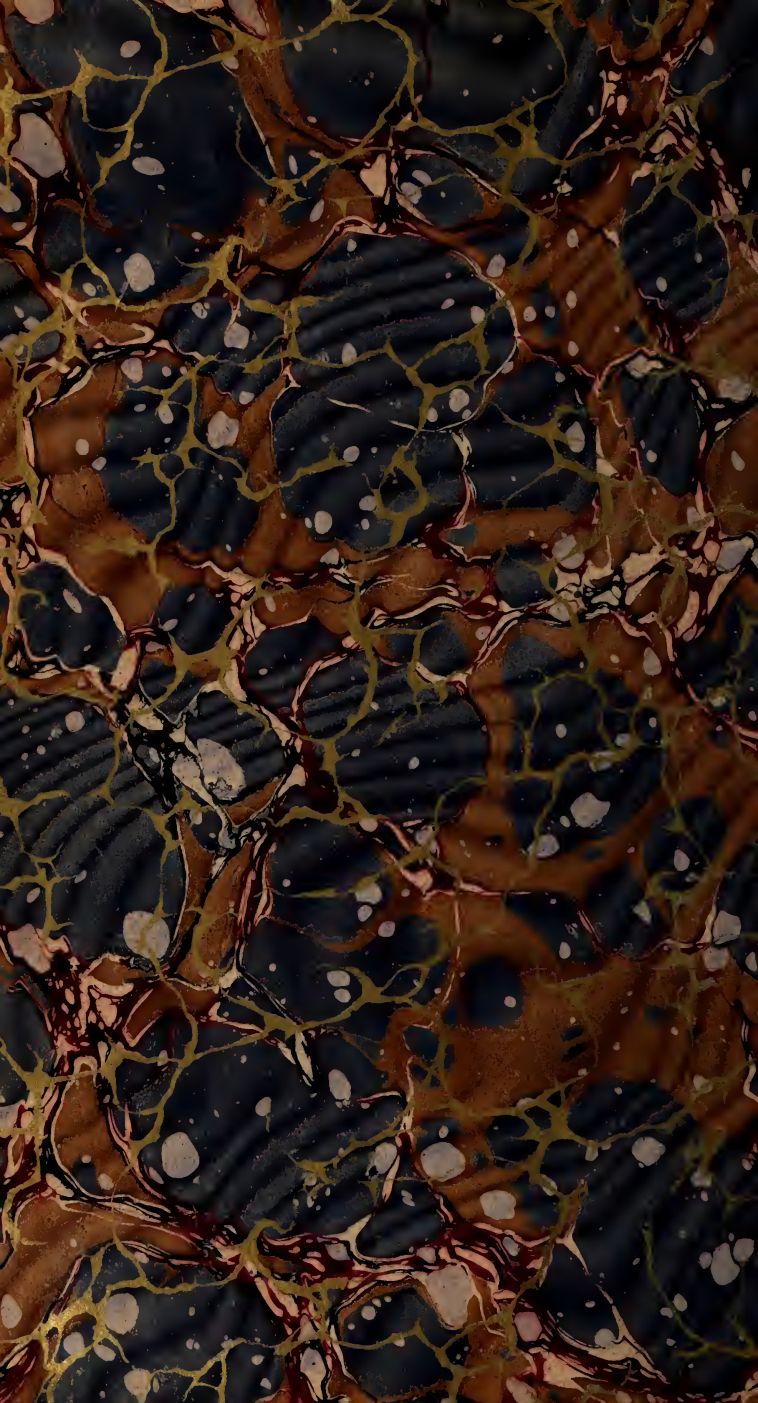
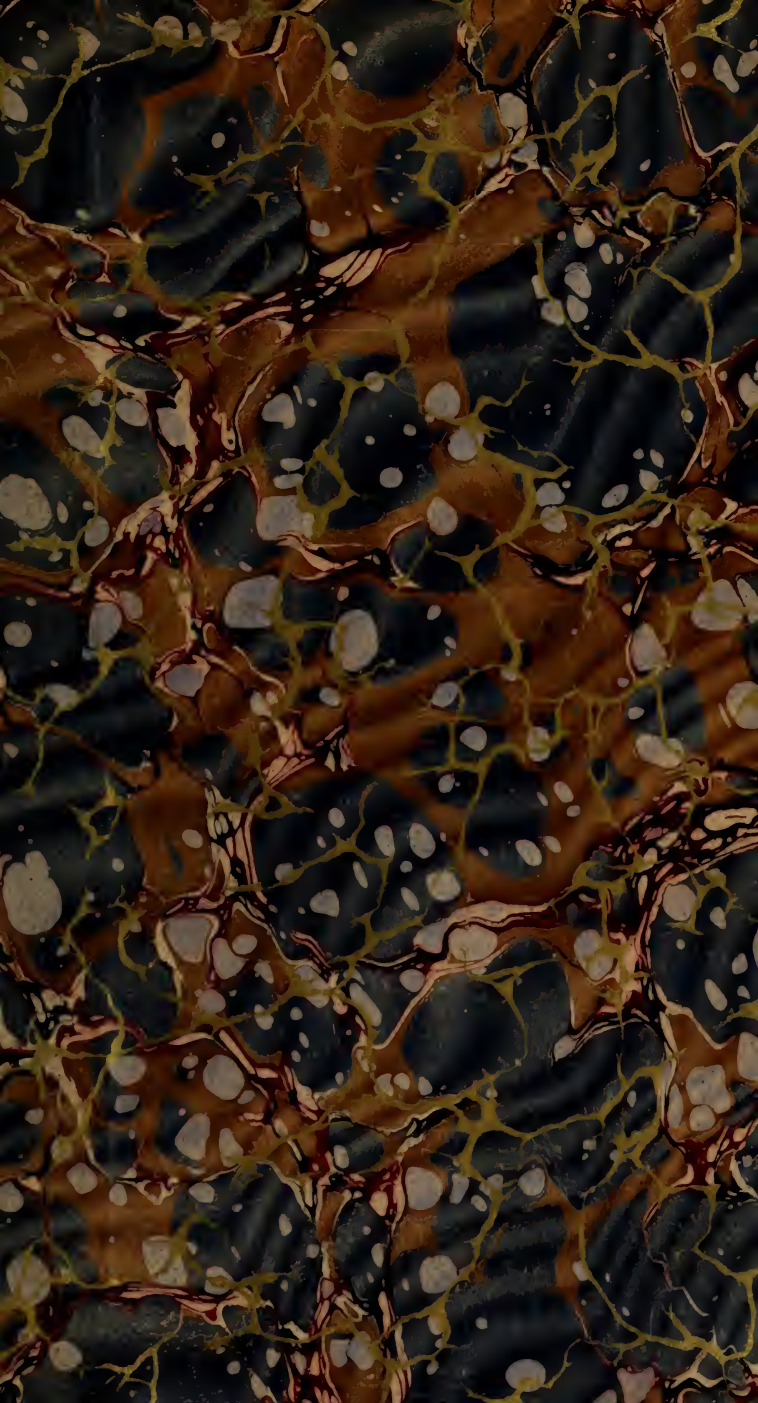
The Globe
TORONTO

Leads In Results

It is not an unusual thing for an advertiser to say, "I get more replies from my advertisement in *The Globe* than from any other half-dozen papers."

It's that remarkable combination of Quality and Quantity found in *The Globe's* circulation that renders it distinctive in the Canadian field as a result-producing medium.

A 40-page booklet (with map of Ontario), giving a most complete analysis of circulation, will be mailed on application to

The Globe
Toronto

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